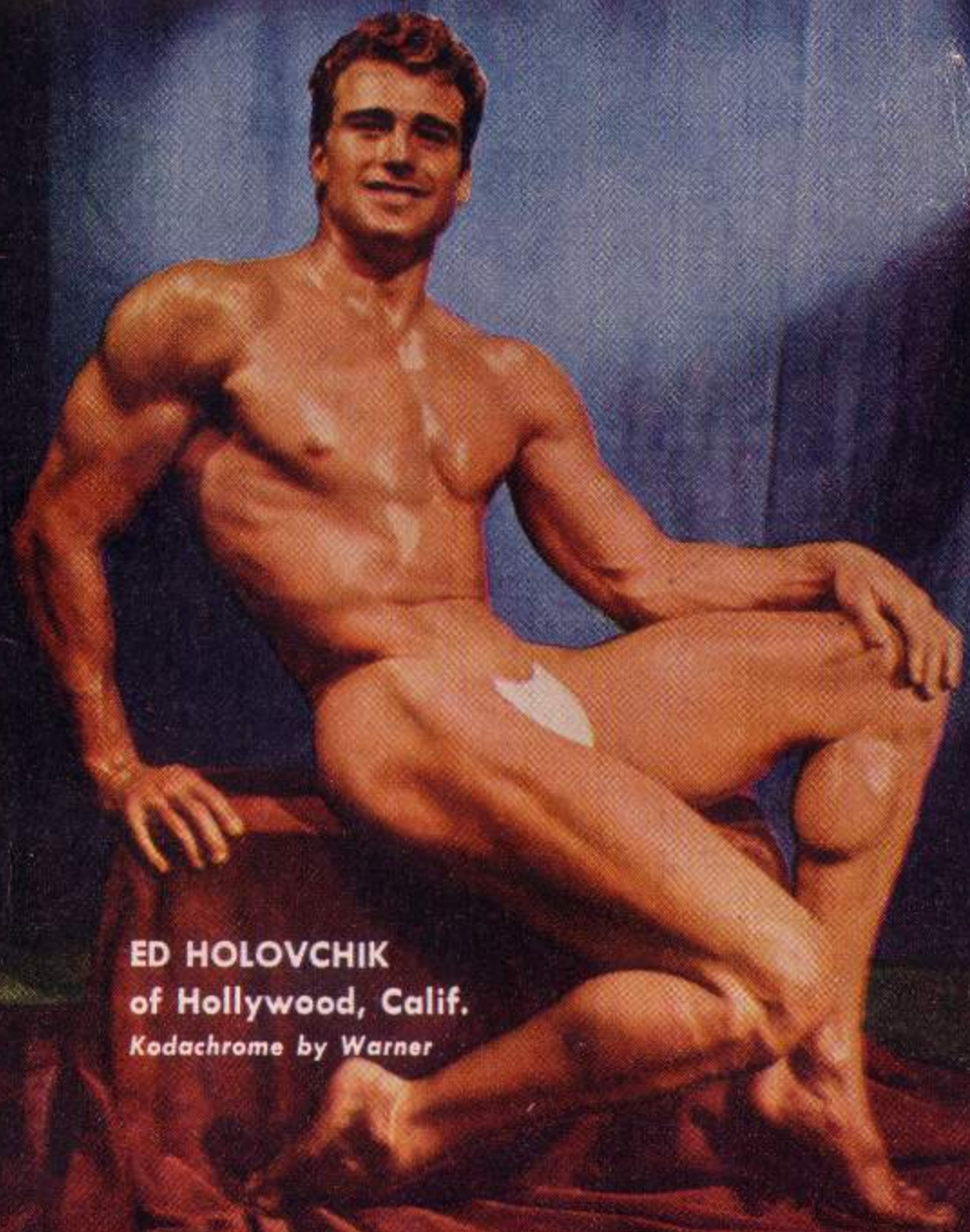


NOV./25c

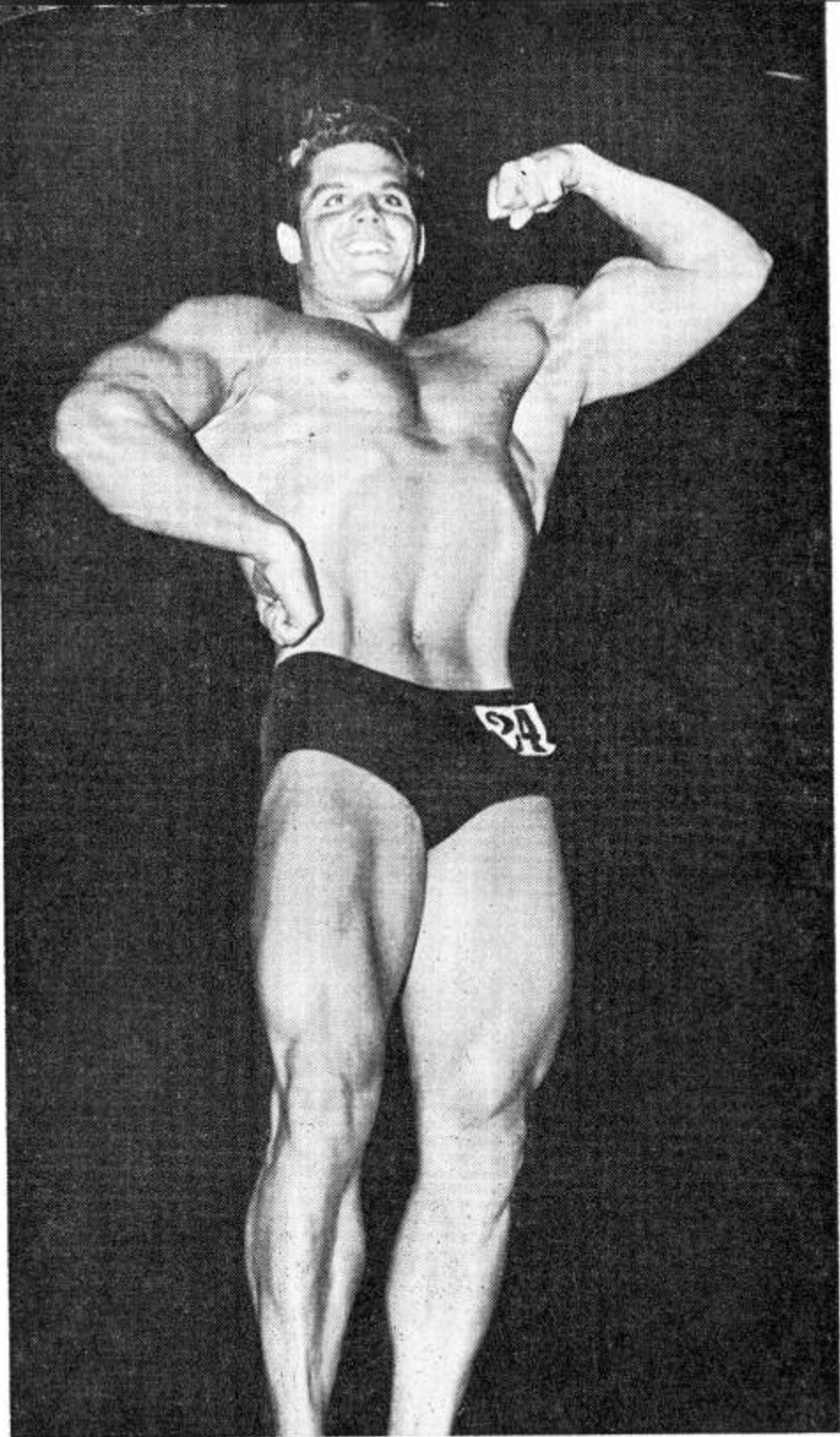
A
N
C

Body Beautiful

STUDIES IN MASCULINE ART



ED HOLOVCHIK
of Hollywood, Calif.
Kodachrome by Warner



RICHARD DUBOIS

The newly Crowned, 21 Year Old, Mr. America For 1954



*Everything has
its beauty but not
everyone sees it"*

.... CONFUCIUS

Editorial

"There is no living body quite as symmetrical, well-built and beautiful as those of the Greek statue," writes E. H. Gombrich, one of the leading art authorities of the century, in his wonderful book *The Story of Art*.

By virtue of his vast experience, Gombrich's opinion is held in the highest respect by leading art critics. However, by making a statement such as the above, Mr. Gombrich shows how little he personally, not to mention other leaders in the art field, is acquainted with the perfect masculine physiques that are developed daily right here in America. Not only are present day athletes better developed than the ancient Greeks, our boys are much more symmetrical and muscular and their bodies in many positions and poses far surpass those of the Greeks.

Because of a lack of appreciation of the masculine body in art in the past few hundred years—when emphasis was placed on the female form—comparatively few people are aware of the handsome athletes that are being developed every day. It is for this reason that we are dedicating this little magazine to all lovers of masculine art so that they can become better acquainted with the beautiful bodies being created daily in America and Europe.

(Continued on Page 50)

Dedicated to George F. Jowett who inspired my life's work.
Created, designed, written and edited by Joseph Weider, Editor
of "Muscle Power" and "Muscle Builder" Magazine, 16 Hop-
kins Ave., Jersey City, N. J.



The Body Beautiful In Grecian Art

THE beauty that is Grecian sculptural art lies in the smooth, relaxed flow of muscular shapeliness which is at once, in addition to being beautiful and muscular, perfectly balanced and natural. Whether the poses depicted by the ancient Greek sculptors were static or dynamic, they were always graceful and natural. This did not, of course, happen by accident.

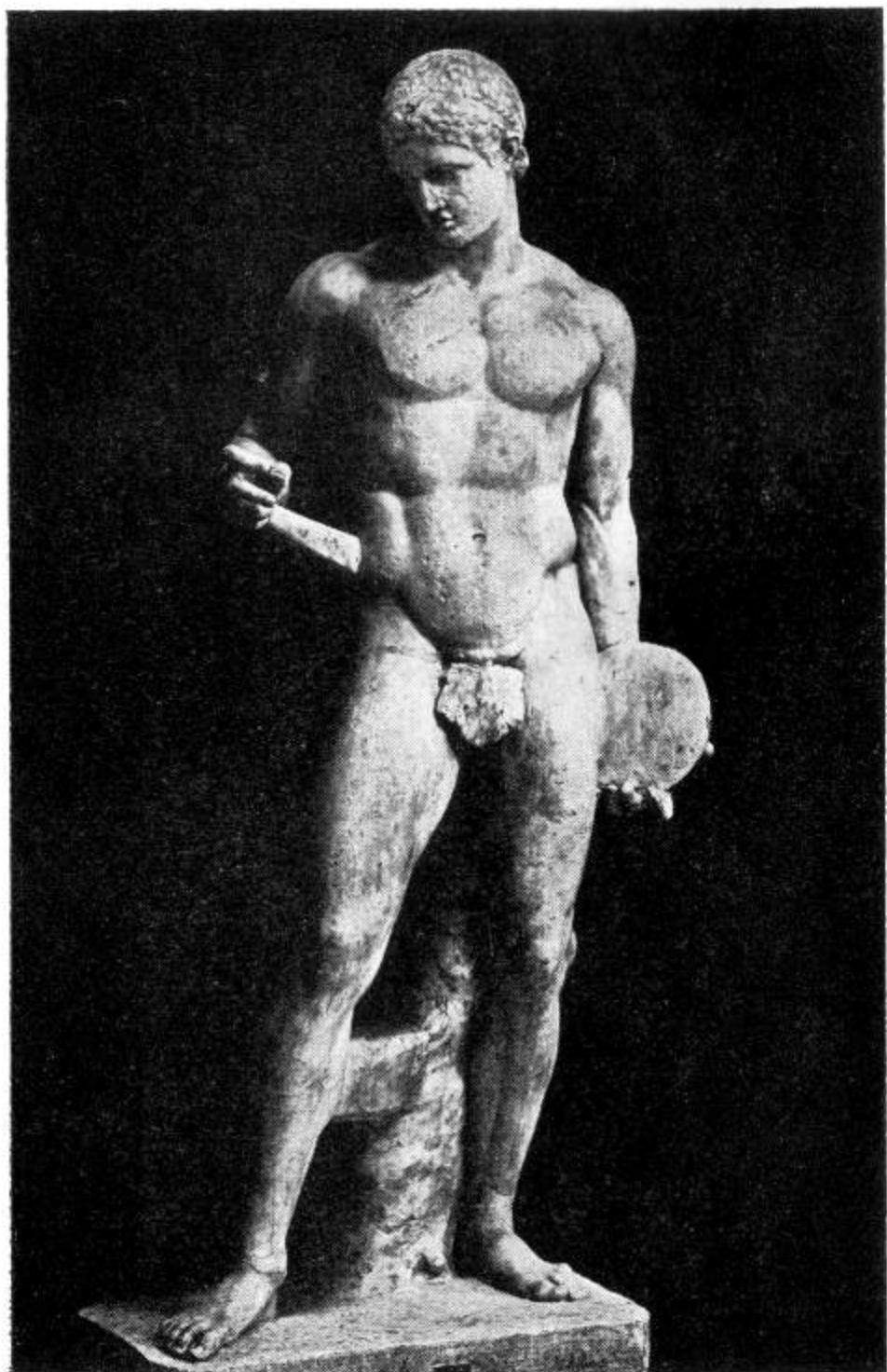
The art of the three greatest sculptors of Greece —Phidias, Myron and Polyclitus—reflects the admiration the Hellenes held for the young, superbly developed body. Weightlifting, wrestling, boxing, running, discus and javelin throwing were all employed to develop and discipline the body.

Every city and town had gymnasia where the flower of
(Continued on Page 46)



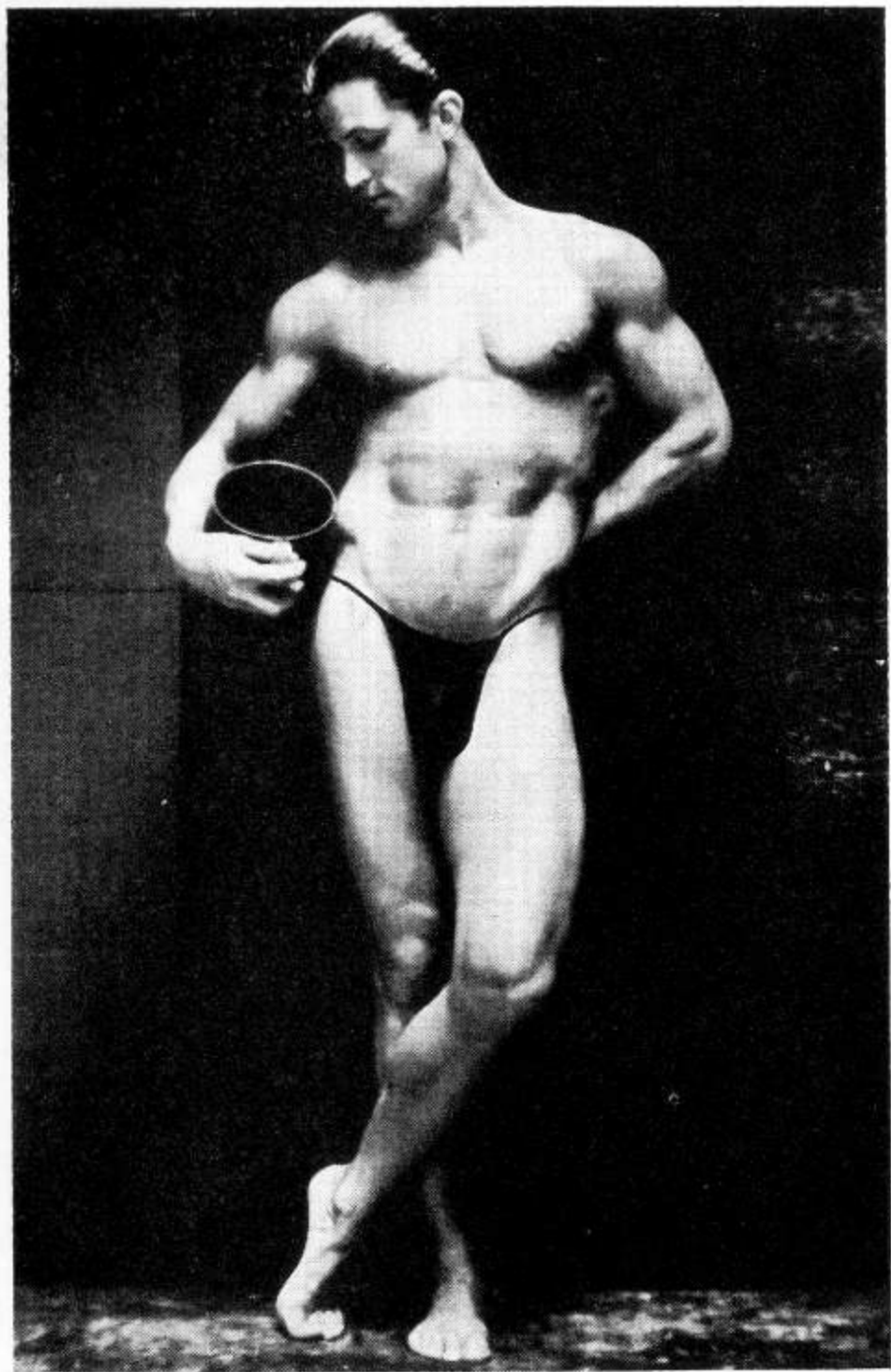
TONY SANSONE

*"Beauty of style and harmony and grace and good rhythm
depend on simplicity" PLATO*



"Too fair to worship, too divine to love"

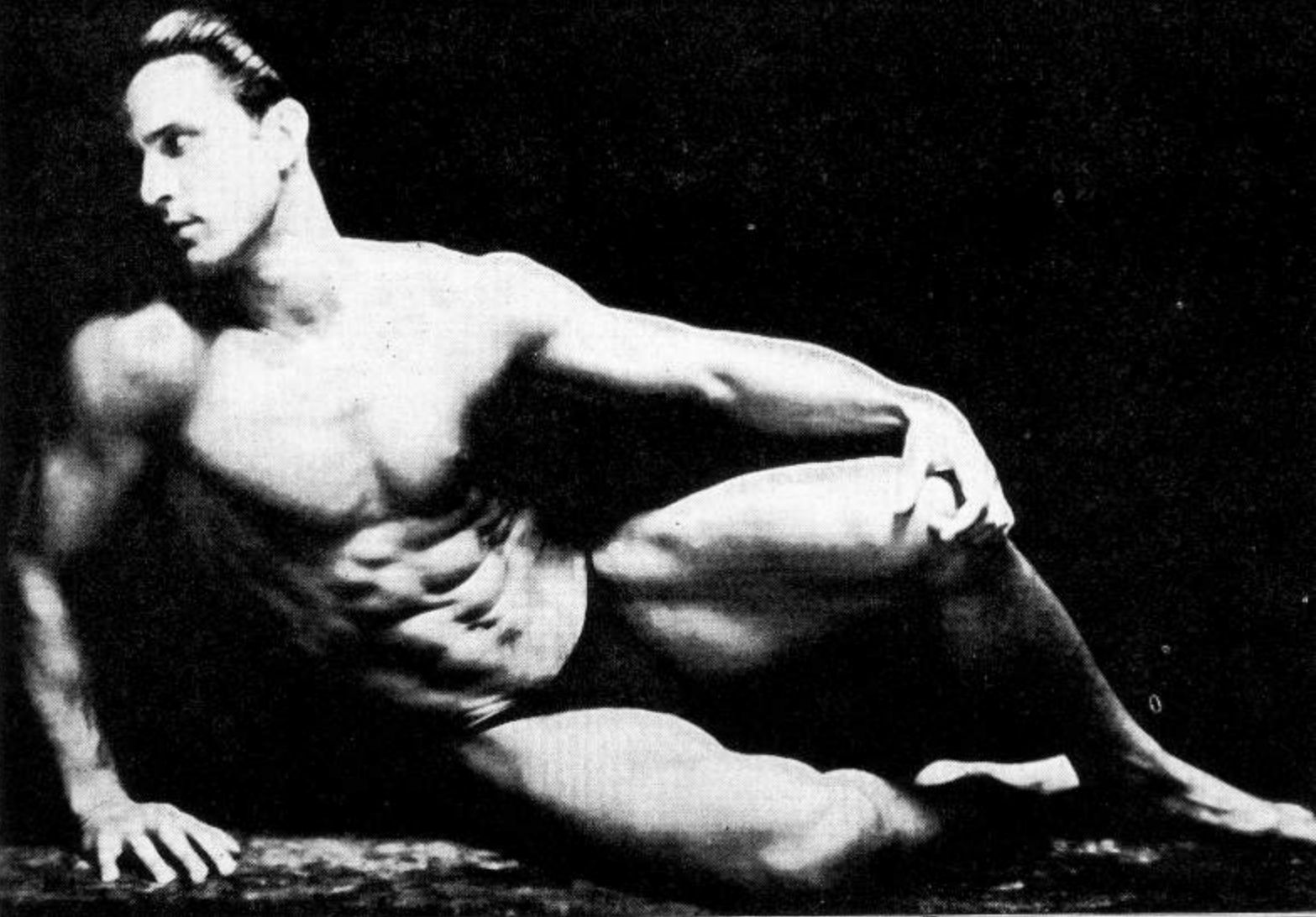
HENRY H. MILMAN



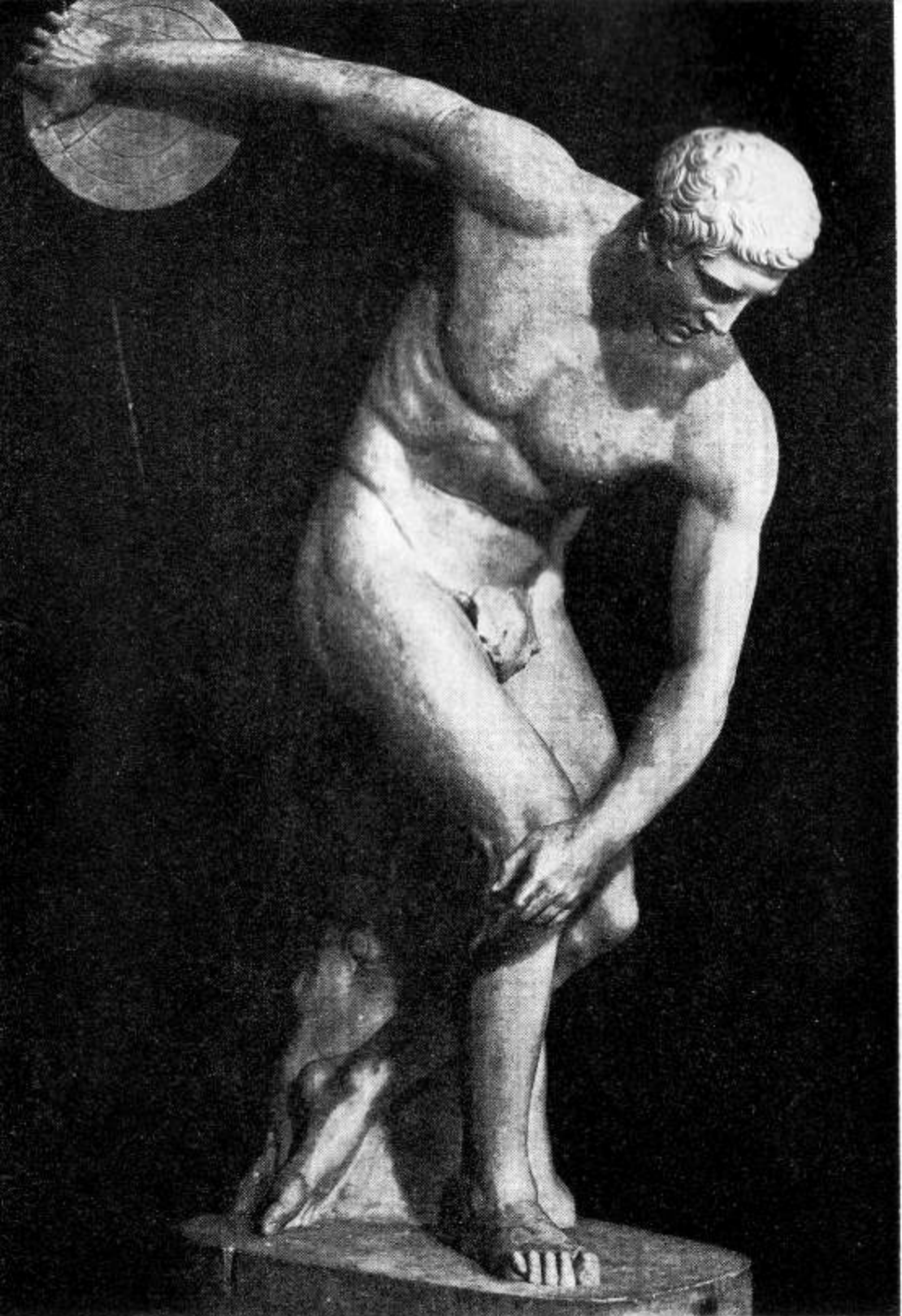
TONY SANSONE
*"Beauty is the virtue of the body, as virtue is the beauty
of the soul" EMERSON*



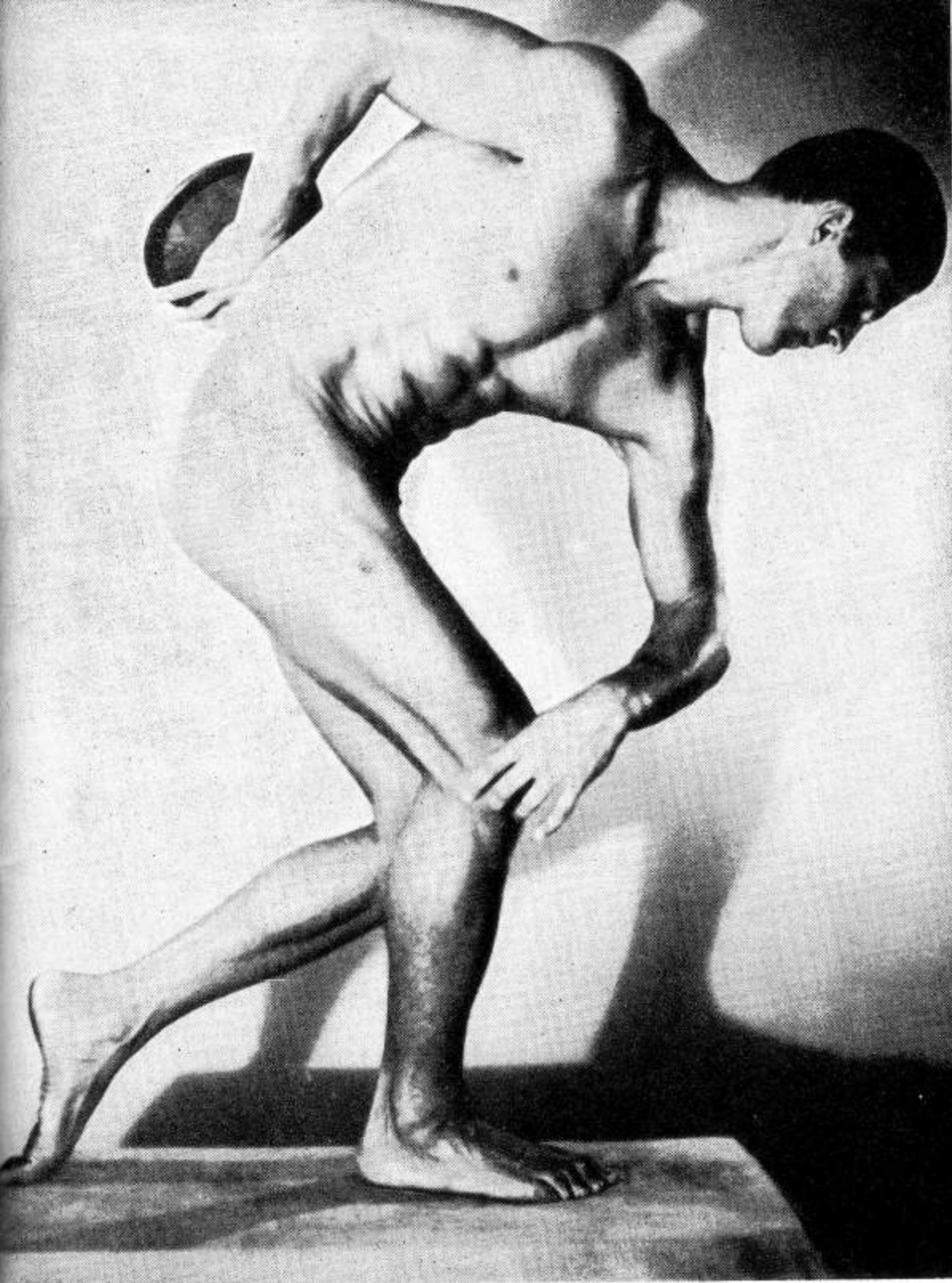
"And the cold marble leapt to life a god"
H. H. MILMAN



TONY SANSONE
"The glory of a young man is his strength"
THE HOLY BIBLE



"A sound mind in a sound body is a thing to be prayed for" JUVENAL



"Man is Heaven's Masterpiece" **TOBY SANSONE**
FRANCIS QUARLES

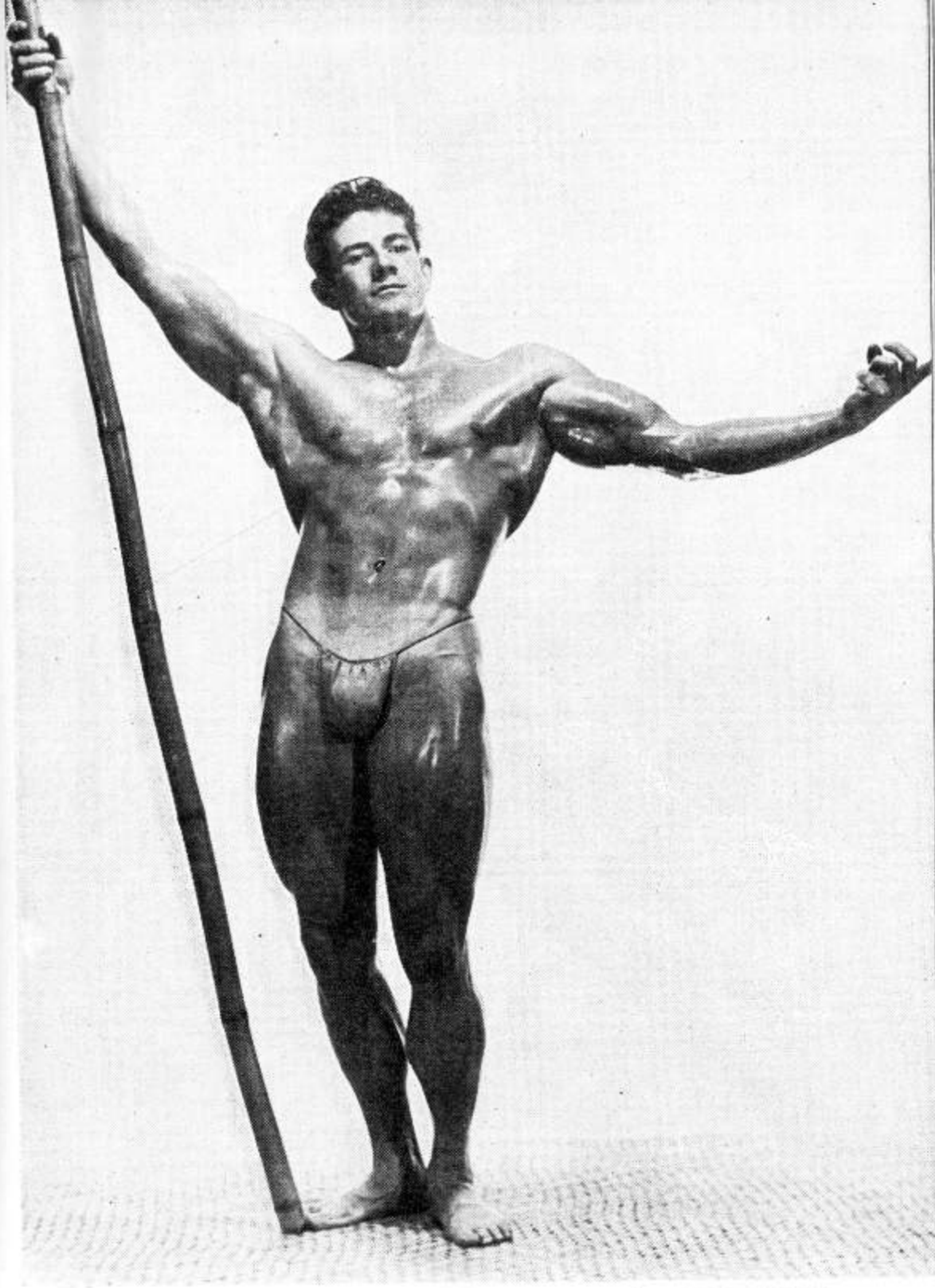


"A physique contest line-up is a picture gallery of the Great Artist of the Universe"

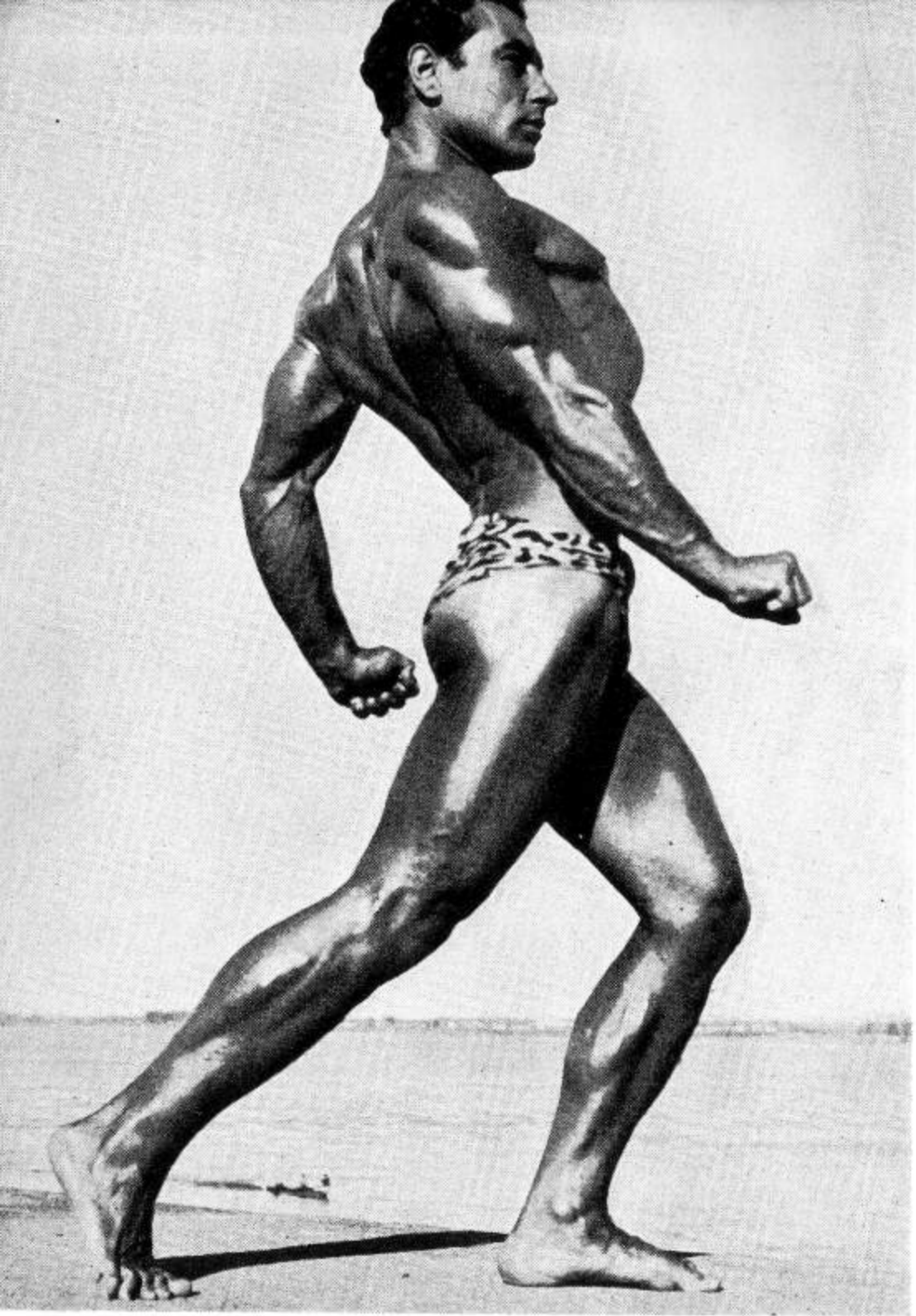
The Great Renaissance of Masculine Perfection

Many claim that the early Greek artists first copied the real appearance of a model, then gradually beautified the statue they were sculpting by gradually eliminating any features they disliked and correcting any irregularities or traits which did not conform to their ideas of a perfect body. The Greeks are claimed to have "idealized" the body, retouching their statues much as a photographer will do to a portrait to make it a work of art. So much has been left out of the original model's physique—or doctored to fit the artists' ideals—that one cannot help but draw the conclusion that little remains of the original but an insipid, idealized ghost.

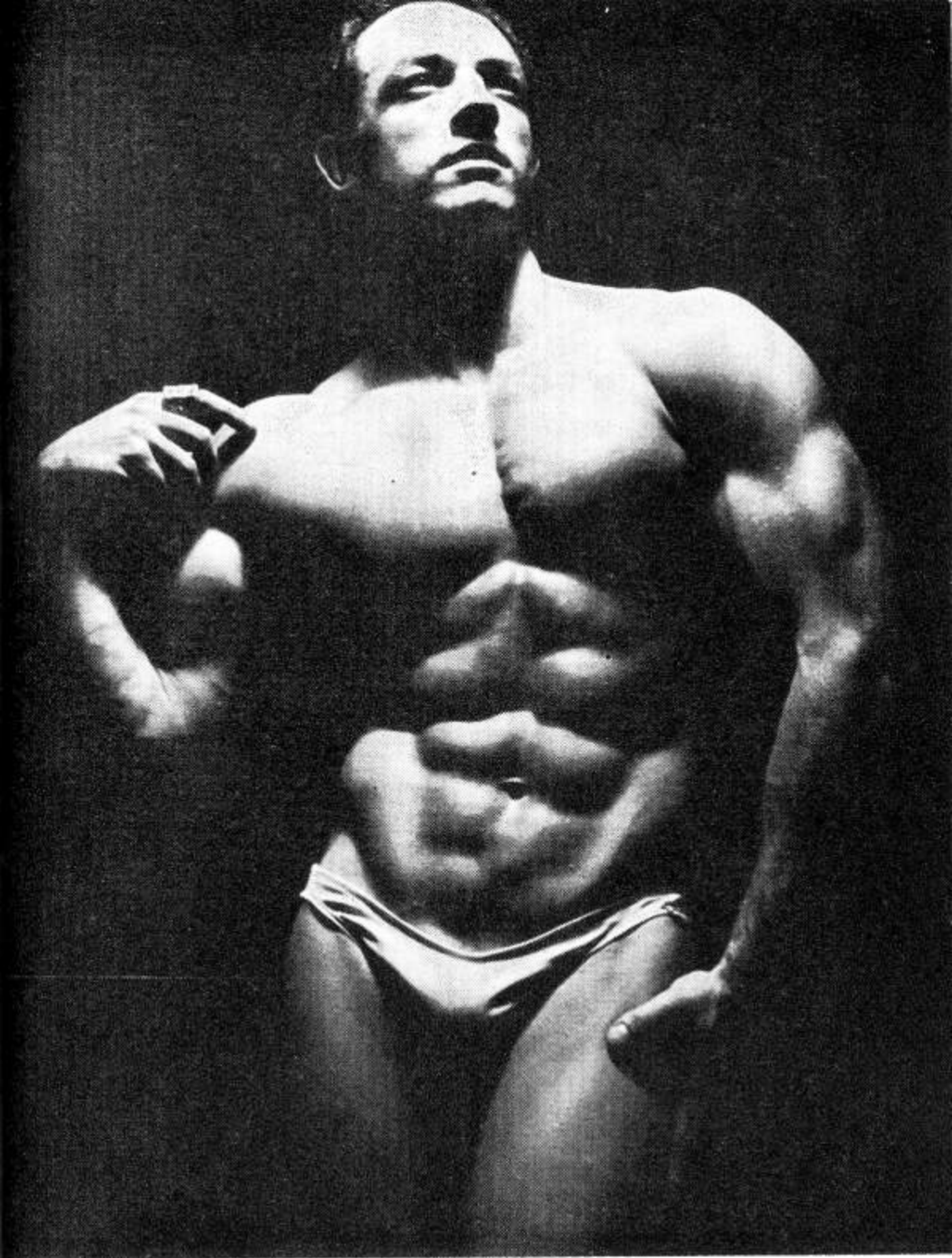
If this be so, how much more wonderful are the present
(Continued on Page 48)



MONTY WOOLFORD by WARNER
"A thing of beauty is a joy forever" JOHN KEATS



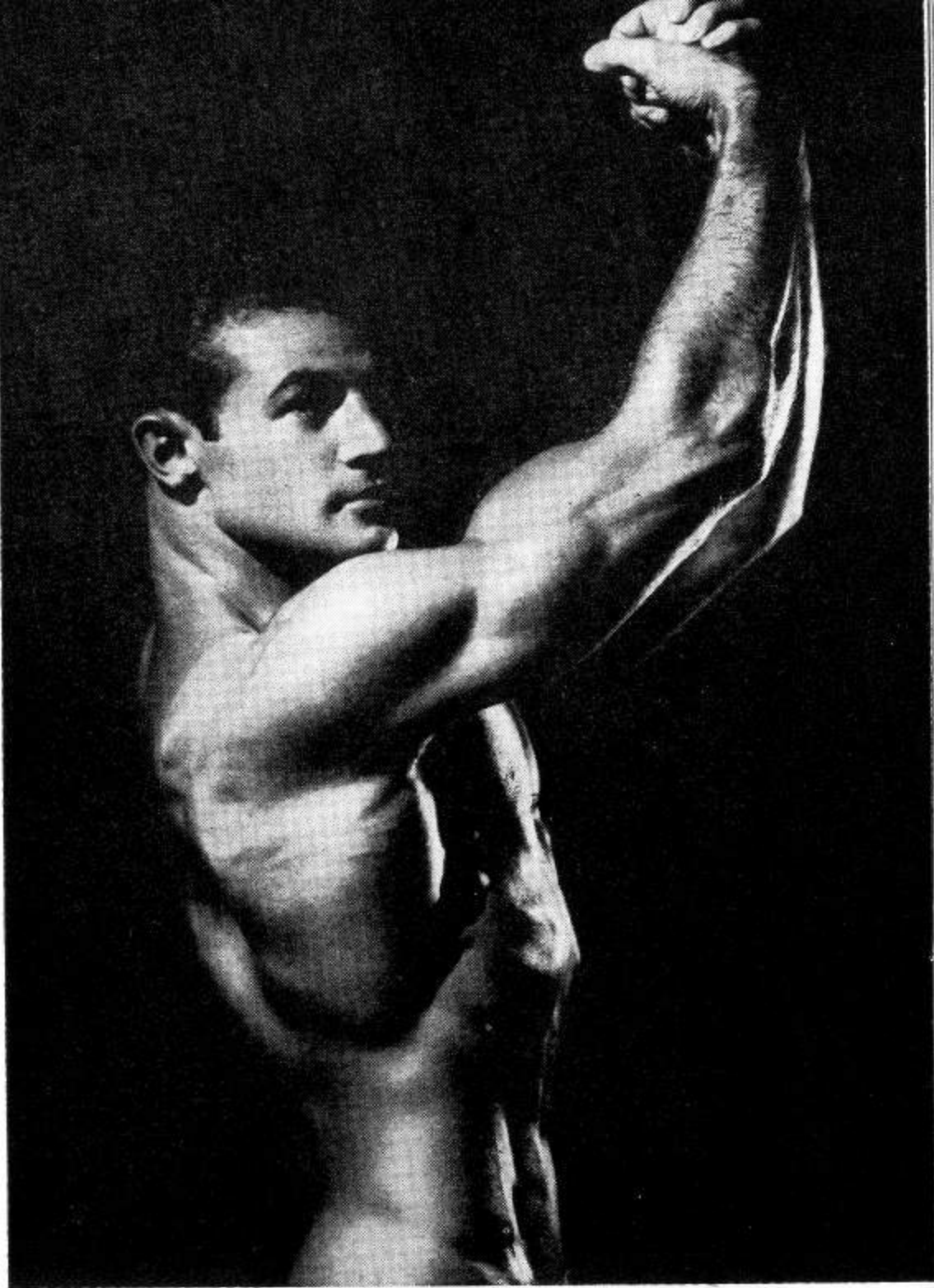
FRED MASSARO by LANZA
*"A healthy body is the guest-chamber of the soul: sick, its
Prison" FRANCIS BACON*



ARMAND OZON by LON
*"A sound mind in a manly body" HOMER (When
asked the greatest blessing of man)*

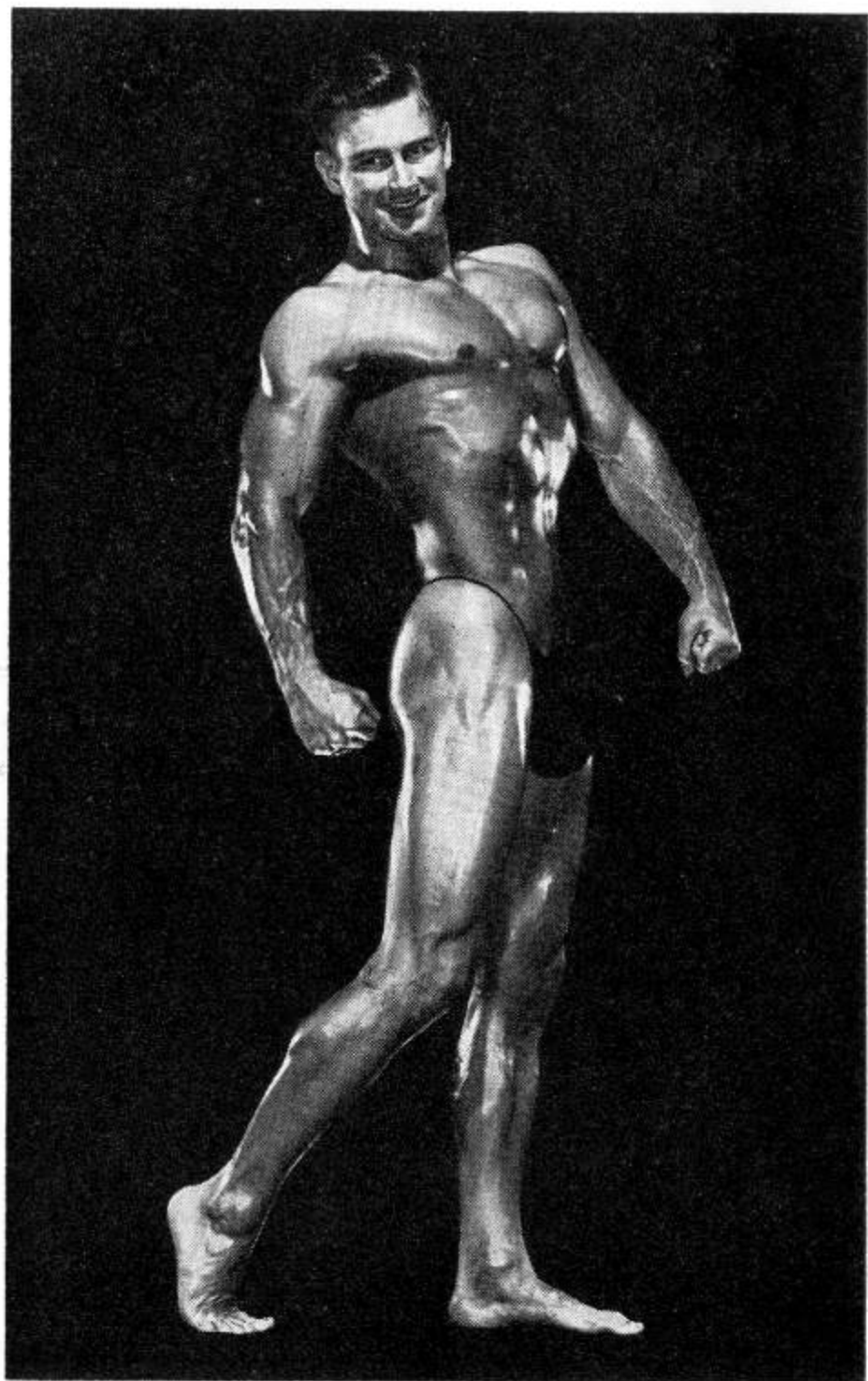


LEO MARYCK by DOUGLAS
"Art is secure in the flesh" JEAN COCTEAU



BILL HOOPER by **DOUGLAS**

"Our Bodies are our greatness, to which our wills are gardeners" SHAKESPEARE



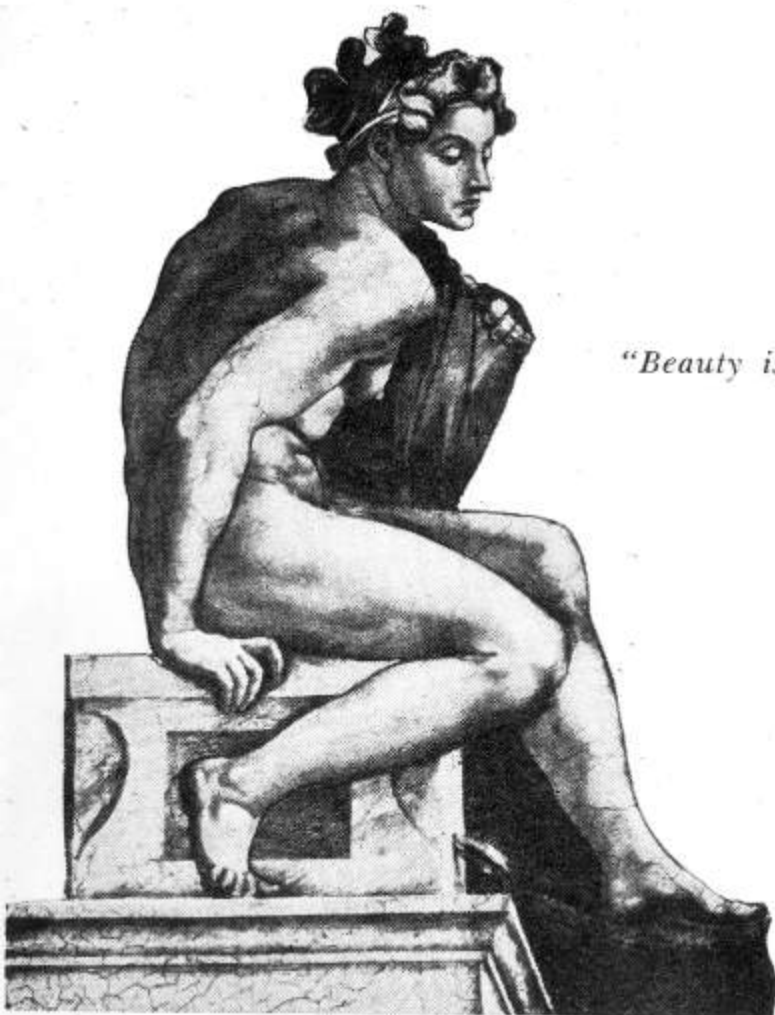
RAY LIEDTKE by WARNER
*"What immortal hand or eye, dare frame thy fearful sym-
metry" WILLIAM BLAKE*

Michelangelo
Buonarrote
(1475-1564)

This genius was one of the greatest giants of all time in the field of art. A Florentine, he started learning his trade at the age of 10 in the workshop of Domenico Ghirlandajo. There he learned the technique of his trade, but consumed with a passion to create the greatest art works of his time, refused to study anatomy from textbooks. Instead, he made his own research into the
(Continued on Page 50)

THE DYING SLAVE, at the moment when life is fading and the body is giving way to inexorable domination of death.





"Beauty is the gift of God"
... ARISTOTLE

"Beauty is not caused, it is"
... EMILY DICKINSON



"Beauty seen, is never lost"
..... WHITTIER

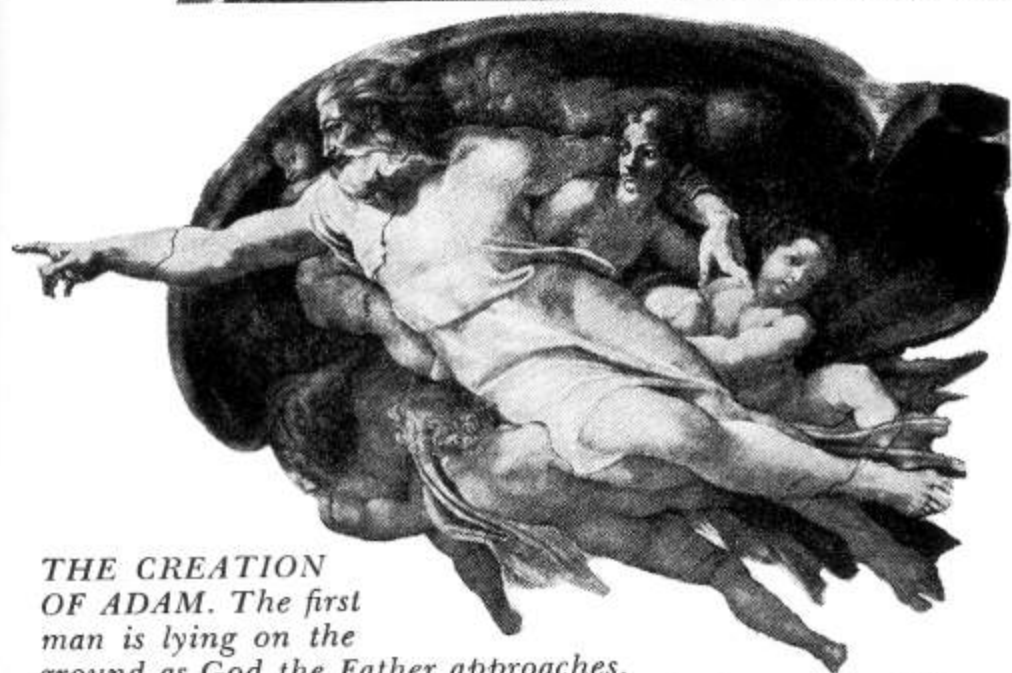


*"Out of the strong
came forth sweetness"*
..... THE HOLY
BIBLE



*"There is no excellent beauty that hath not some strangeness
in the proportion" FRANCIS BACON*





THE CREATION OF ADAM.

The first man is lying on the ground as God the Father approaches, carried by the Angels wrapped in a majestic mantle. Before The Father's finger even touches Adam, the first man is awakening, as from a profound sleep.



The European Body Beautiful

*I*n America physical types are extremely varied because of immigration and integration of all stocks, such as Latin Nordic, Teutonic, etc. Because of the amalgamation of the finest from every race, America offers a great variety of well developed manhood which is muscular, smooth, slim, classical and Herculean. However, this is not so with the individual countries in Europe.

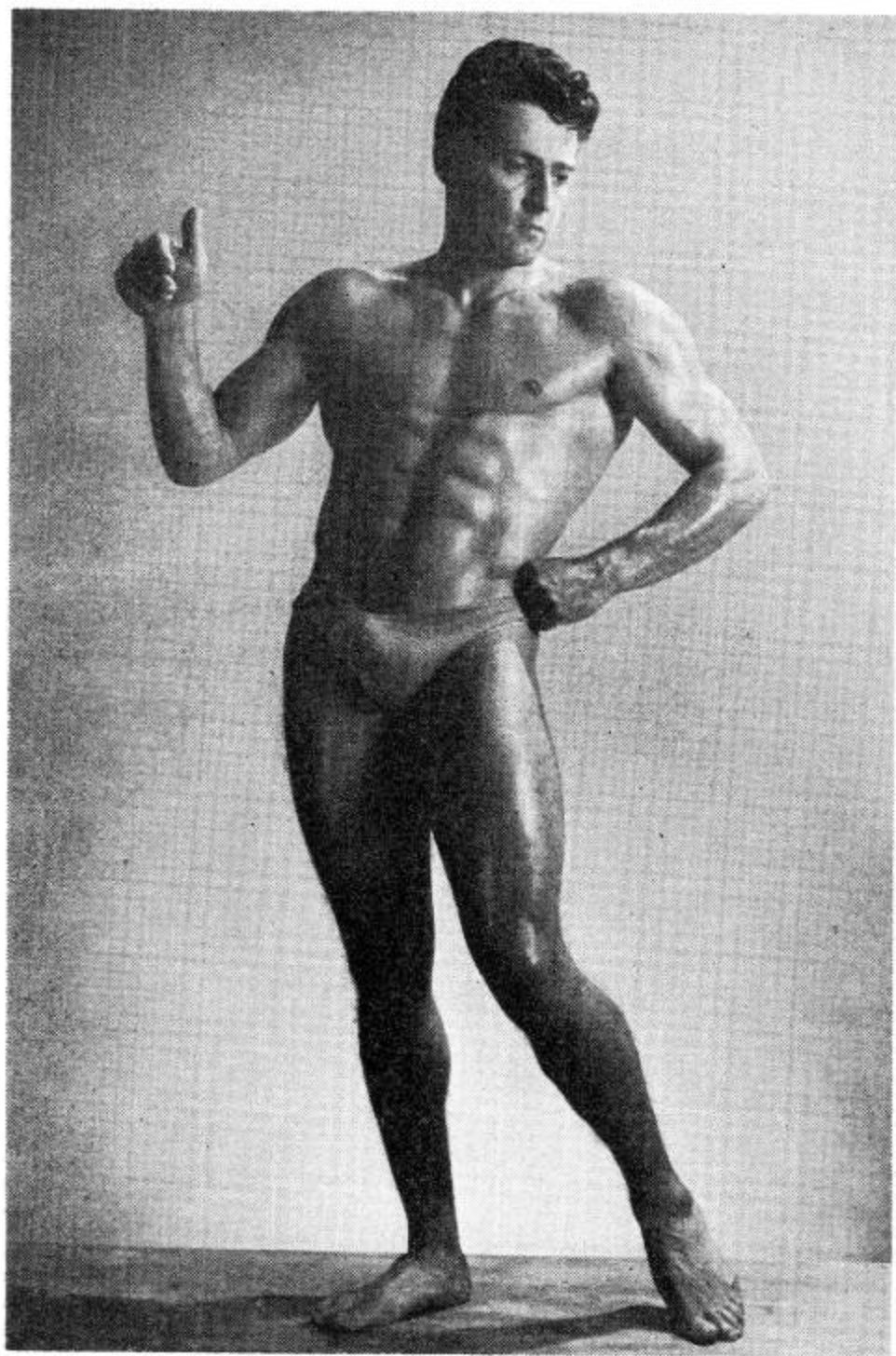
The finest examples of the body beautiful in Europe are usually found among the Latin types, with their long arms and legs, muscular midsections and heavily developed chest muscles. They lend a natural classic beauty to the masculine physique. The French and northern Italians and some Spaniards are the finest examples of that graceful and classical type. In America, Tony Sansone is a perfect example of the classical Latin masculine perfection.

While Germany and the Northern countries in Europe have from time to time presented the world with fine examples of muscular manhood, because of their racial stock they tend to be bulky in appearance; more on the husky side. Russia, of late, has been producing a large variety of well muscled and developed men.

(Continued on Page 54)



ANDRE DRAPP by ARAX
"Beauty is the only thing that time cannot harm"
OSCAR WILDE

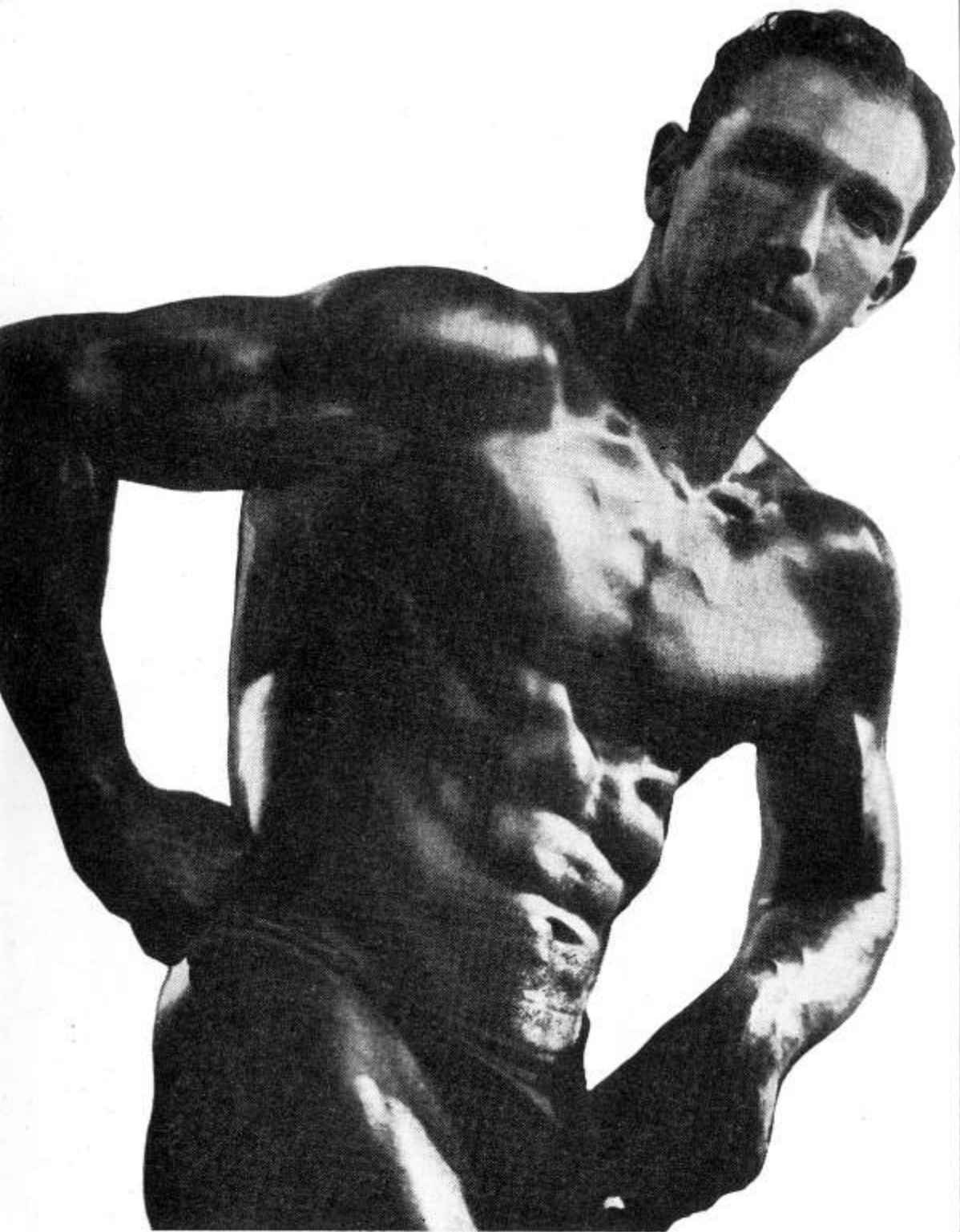


GUY BROQUERIE
"'tis True, gold can do much, but beauty more"
MASSINGER



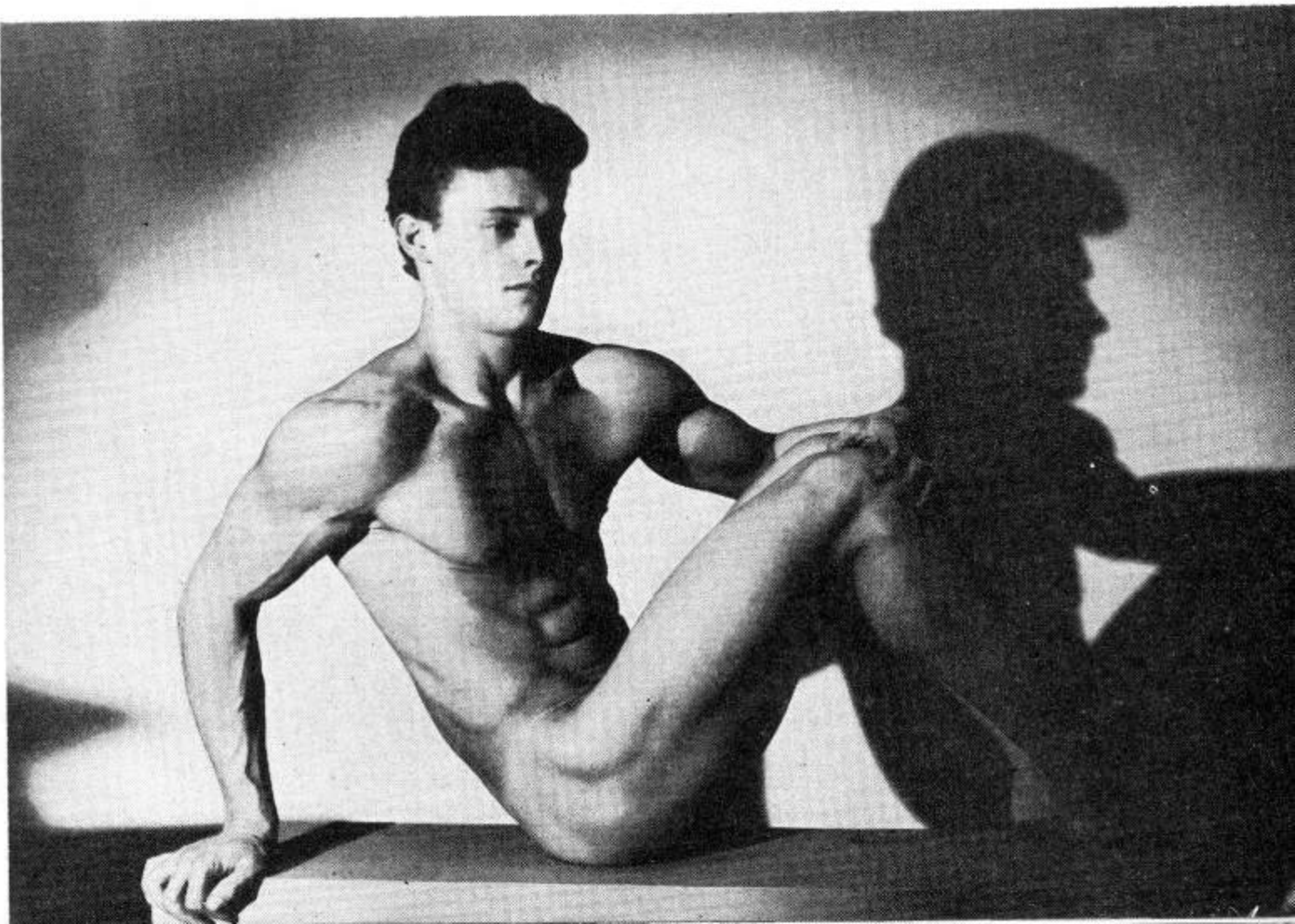
GEORGES MANOUKIAS

*"By constant exercise one develops freedom of movement,
for virtuous deeds"* DIOGENES



MARCEL ROUET

*"Success to the strongest, who are always, at last, the wisest
and best" EMERSON*



ROBERT DURANTON
"Art strives for form and hopes for beauty"
GEORGE BELLOWS



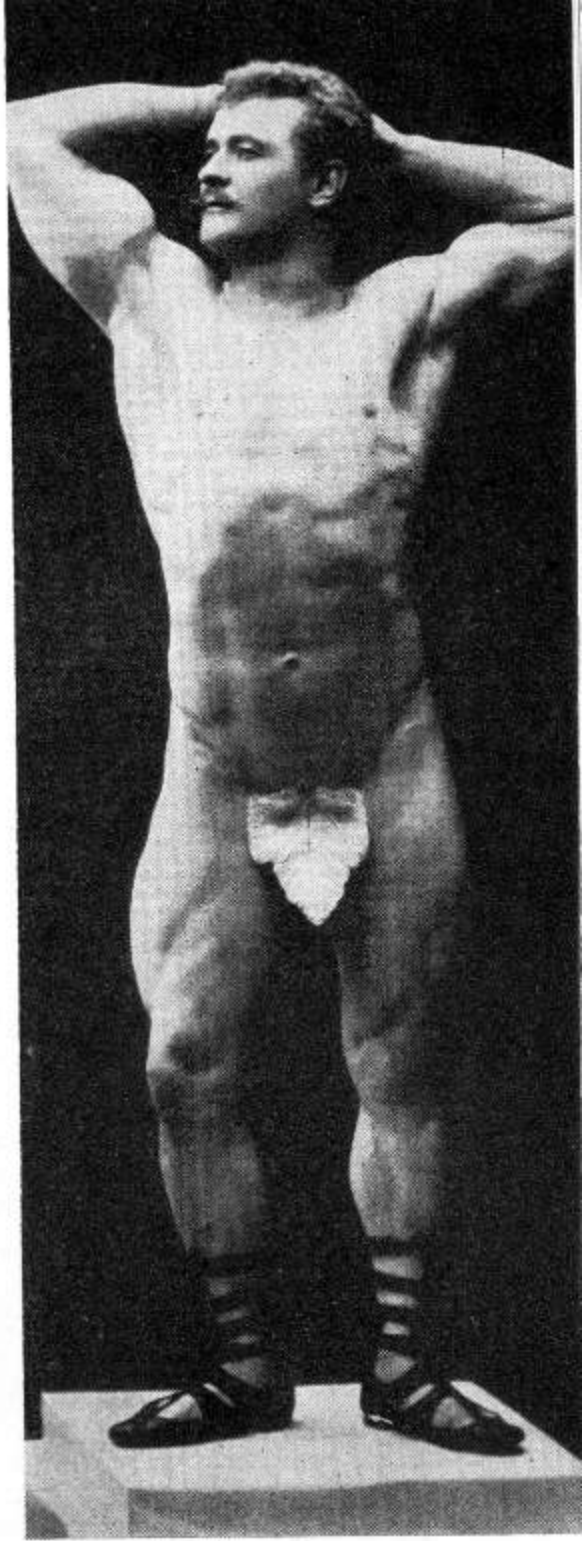
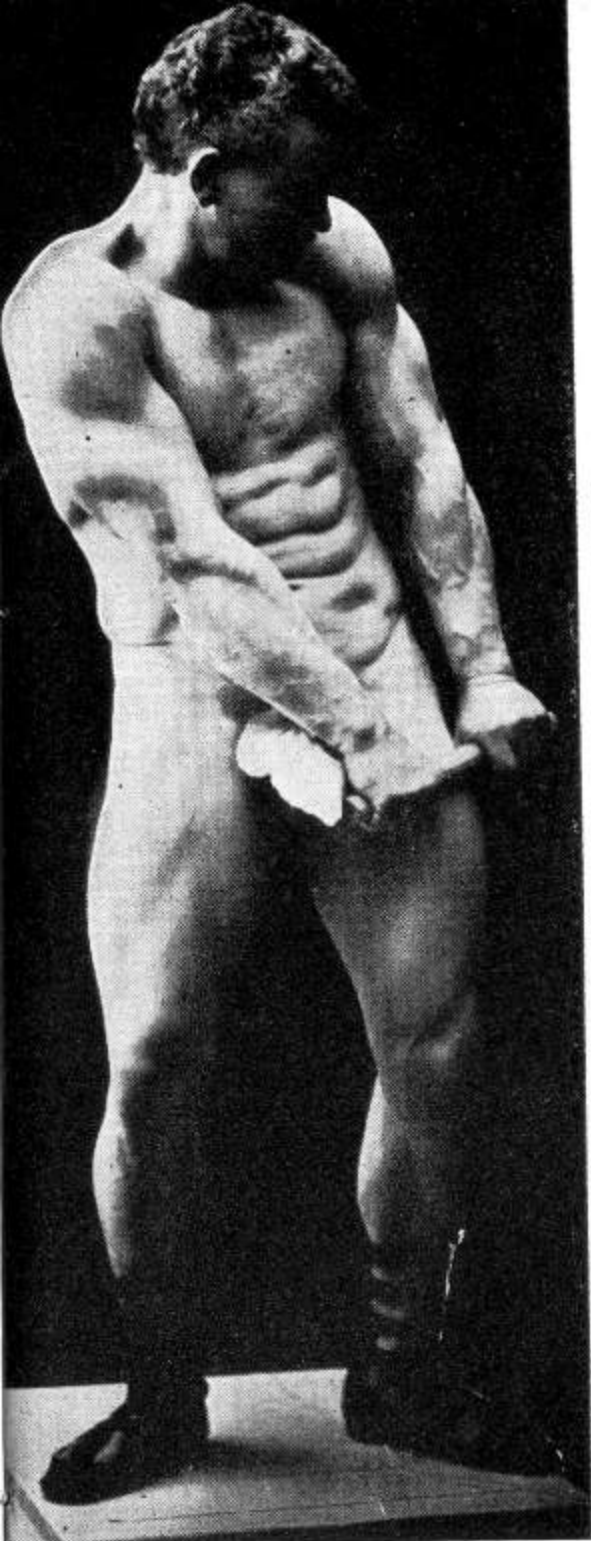
Eugene Sandow

He was recognized by many as "The Father of Physical Culture." Sandow burst into the public limelight at the turn of the Century and astonished the world with his masculine perfection, grace and beauty. He came at a time when the body beautiful was a thing to be concealed according to current custom convention — to be viewed only in museums. Not even on the beaches was the well developed body to be seen — men wore bathing suits that covered 80% of their bodies. Until Sandow tore the "clothes curtain" from around the body beautiful, little was known, or cared, about perfect masculine physical specimens. Needless to say, Sandow created a sensation.

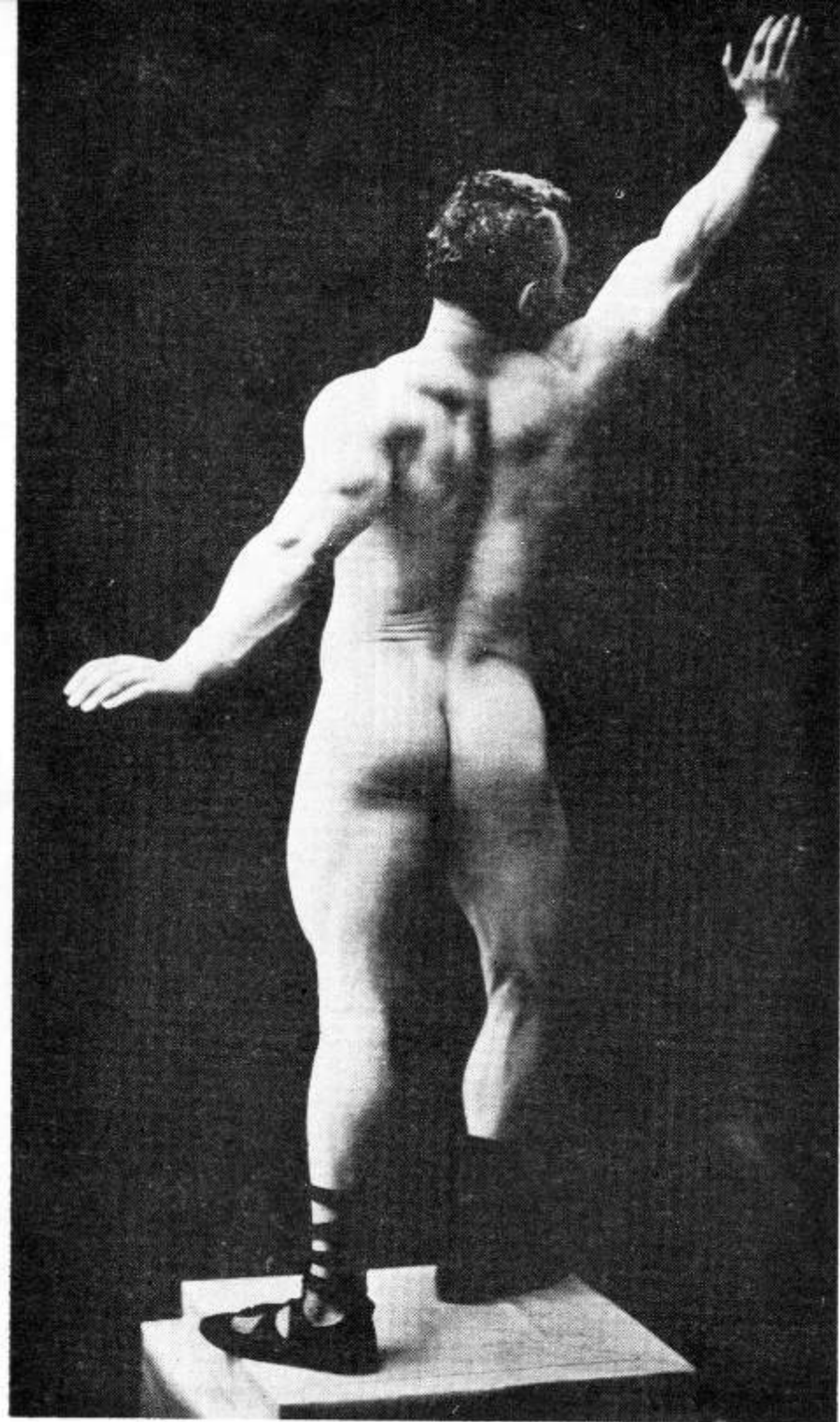
Sandow's body was Herculean. He was muscular and recognized by many at the time as the strongest man in the world. He had a face like a Greek God and a body that would have made Apollo jealous. He posed with perfection, was graceful and natural and, while not exactly of light frame, he was classical.

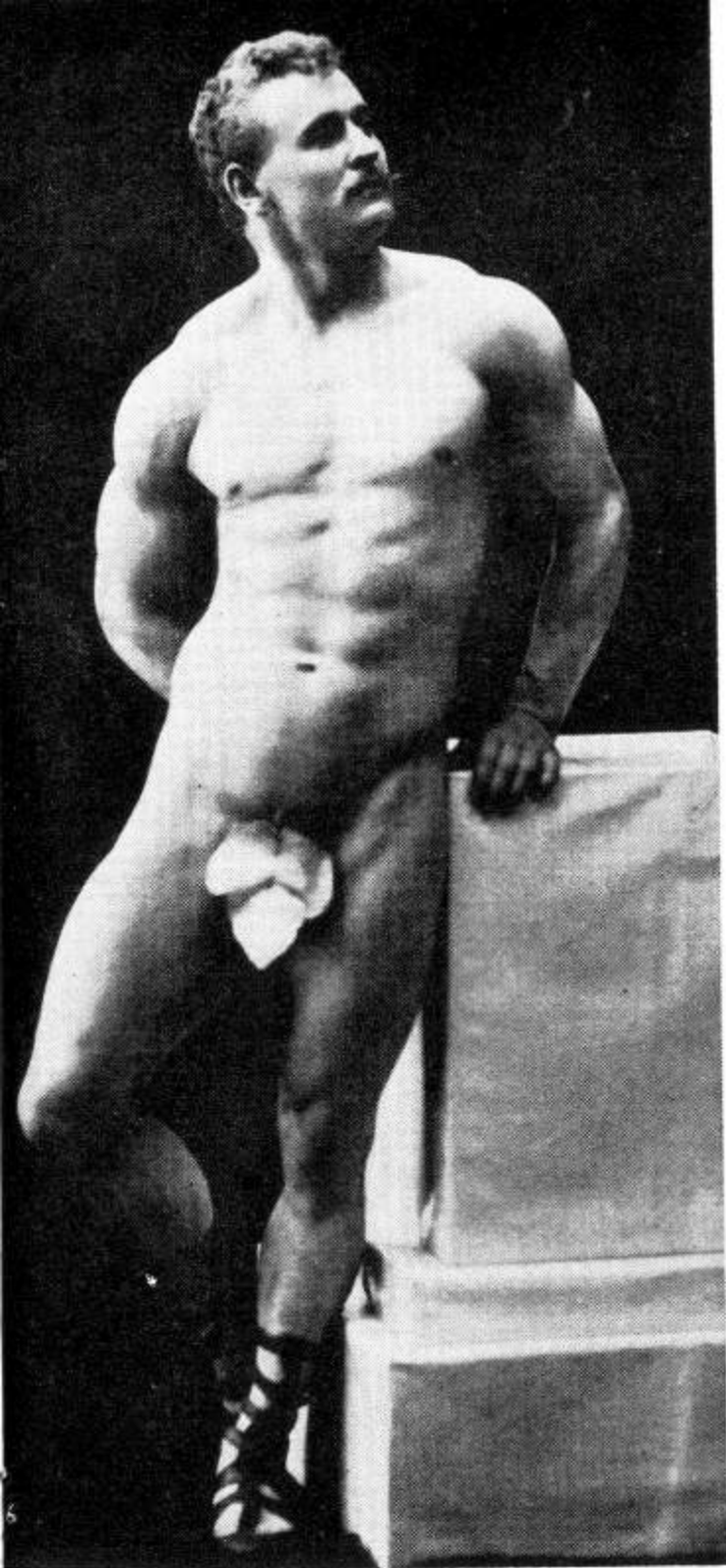
Sandow so astounded Europe that the astute theatrical producer Florenz Ziegfeld — who later was to glorify the female body — brought him to this country, where he was sensational, to say the least. He made about \$5,000 a week,

(Continued on Page 52)

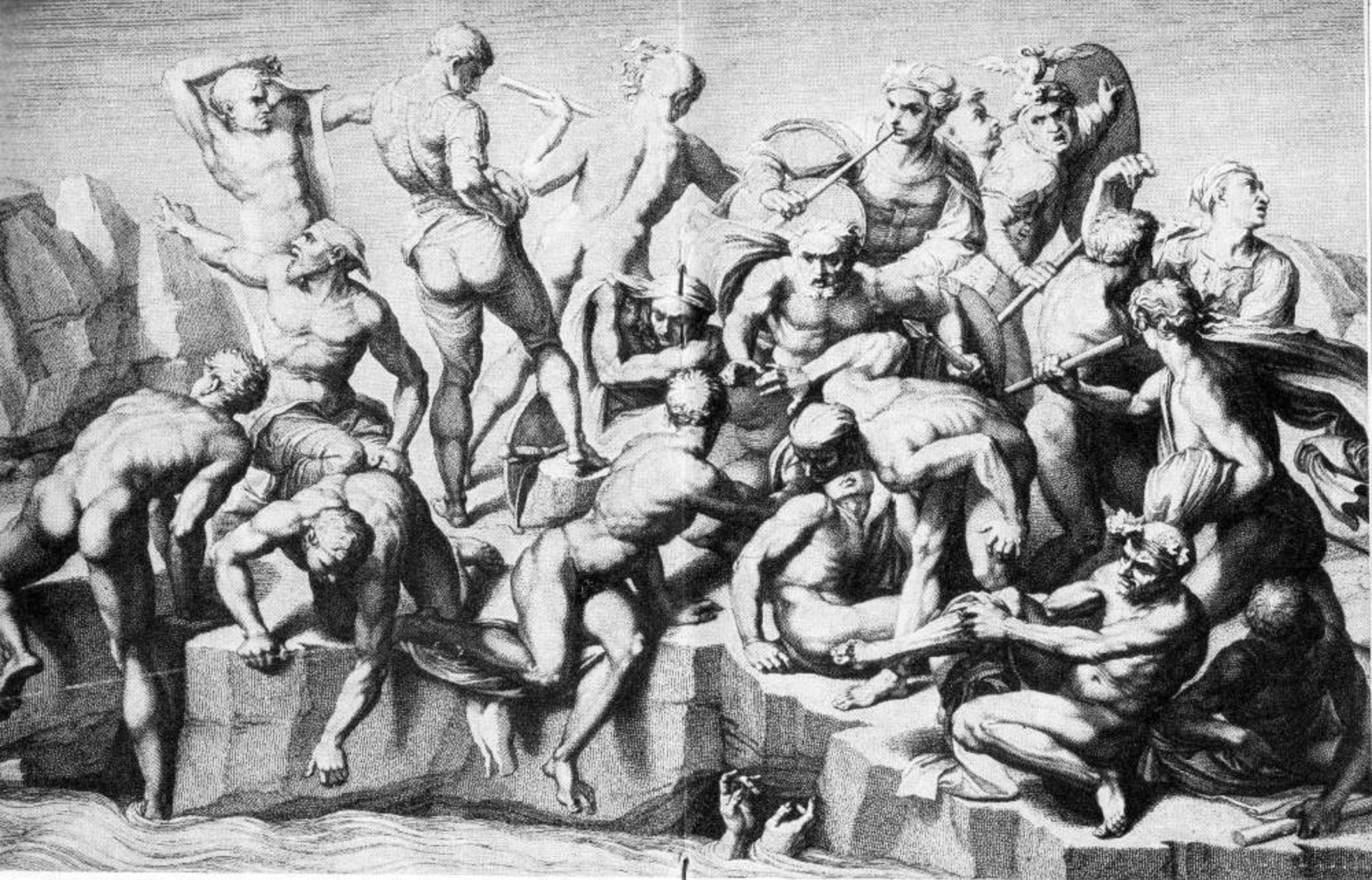


EUGENE SANDOW
"Thou hast made him a little lower than the angels"
OLD TESTAMENT





"Health and good estate of body are above all gold, and a strong body above infinite wealth" APOCRYPHA



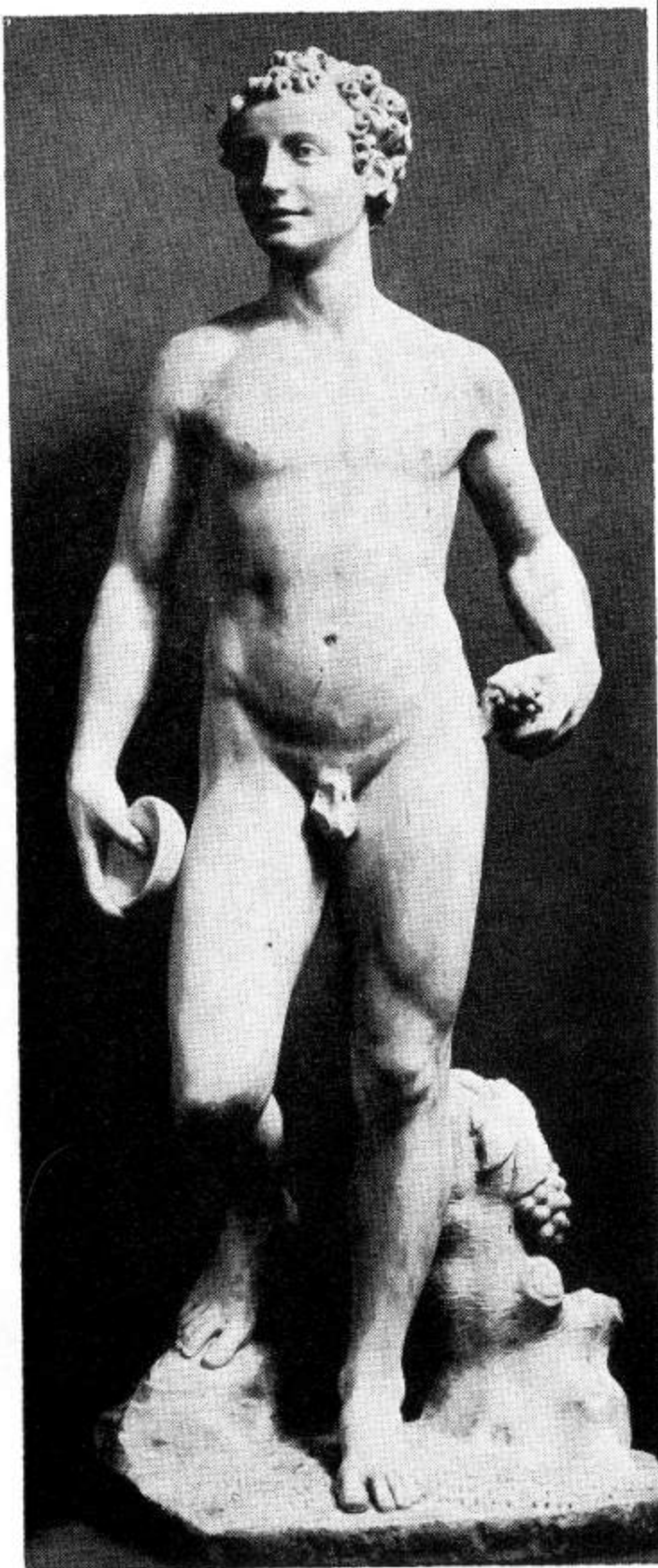
This painting, done for the Hall of the Great Council in Florence, depicts in life size **BATHING SOLDIERS SURPRISED**. Most artists would hesitate to portray figures in such a variety of attitudes and poses for fear they might not represent them convincingly. This challenge only stimulated Michelangelo, who employed all his skill and

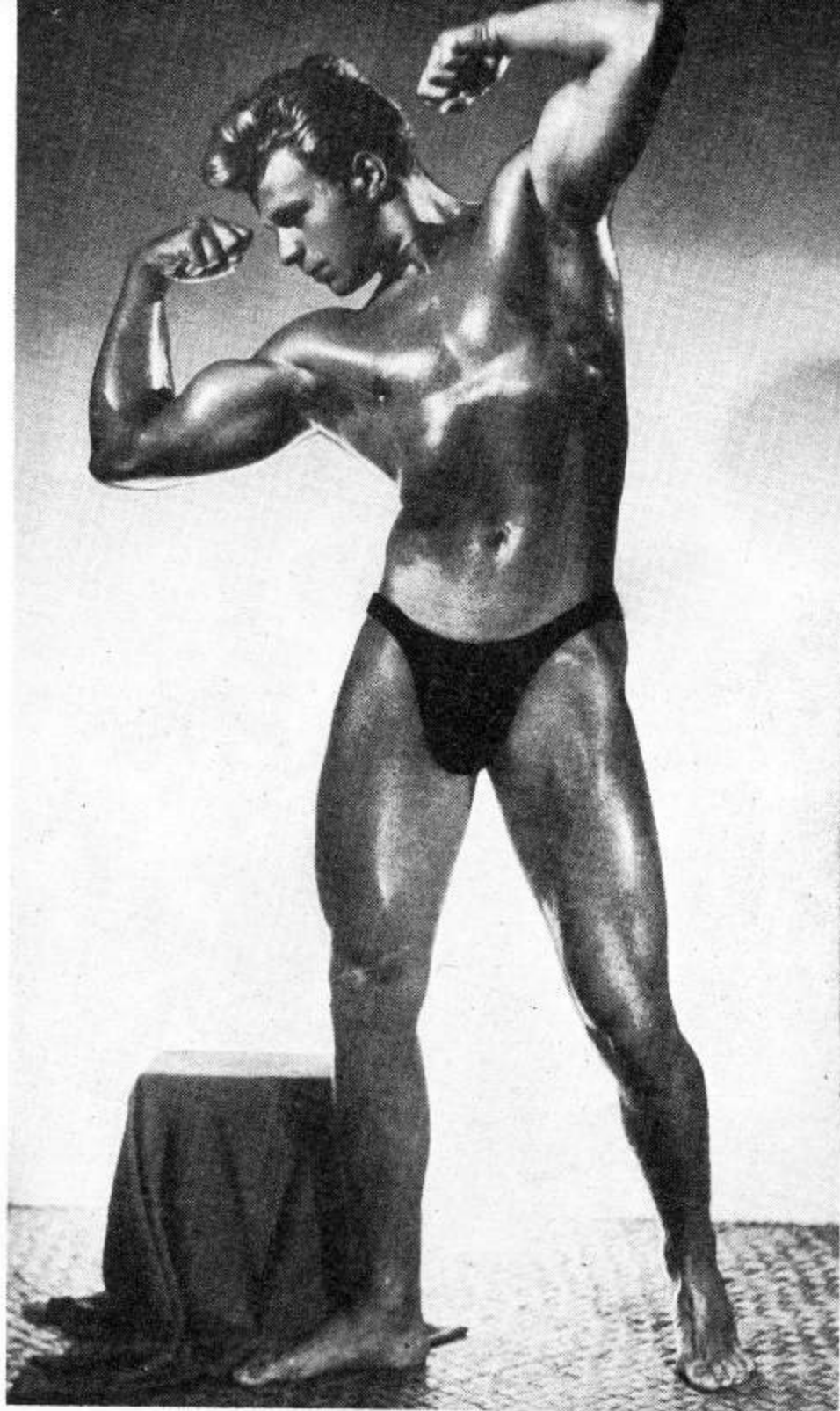
profound knowledge of the human body to create this masterpiece which transcends any other similar work of art. Michelangelo was troubled throughout his life by doubts as to whether his art, in its frank portrayal of the human body, had been sinful. The higher he rose in the esteem of the world, the more bitter and difficult he became.

Youth's Body Beautiful

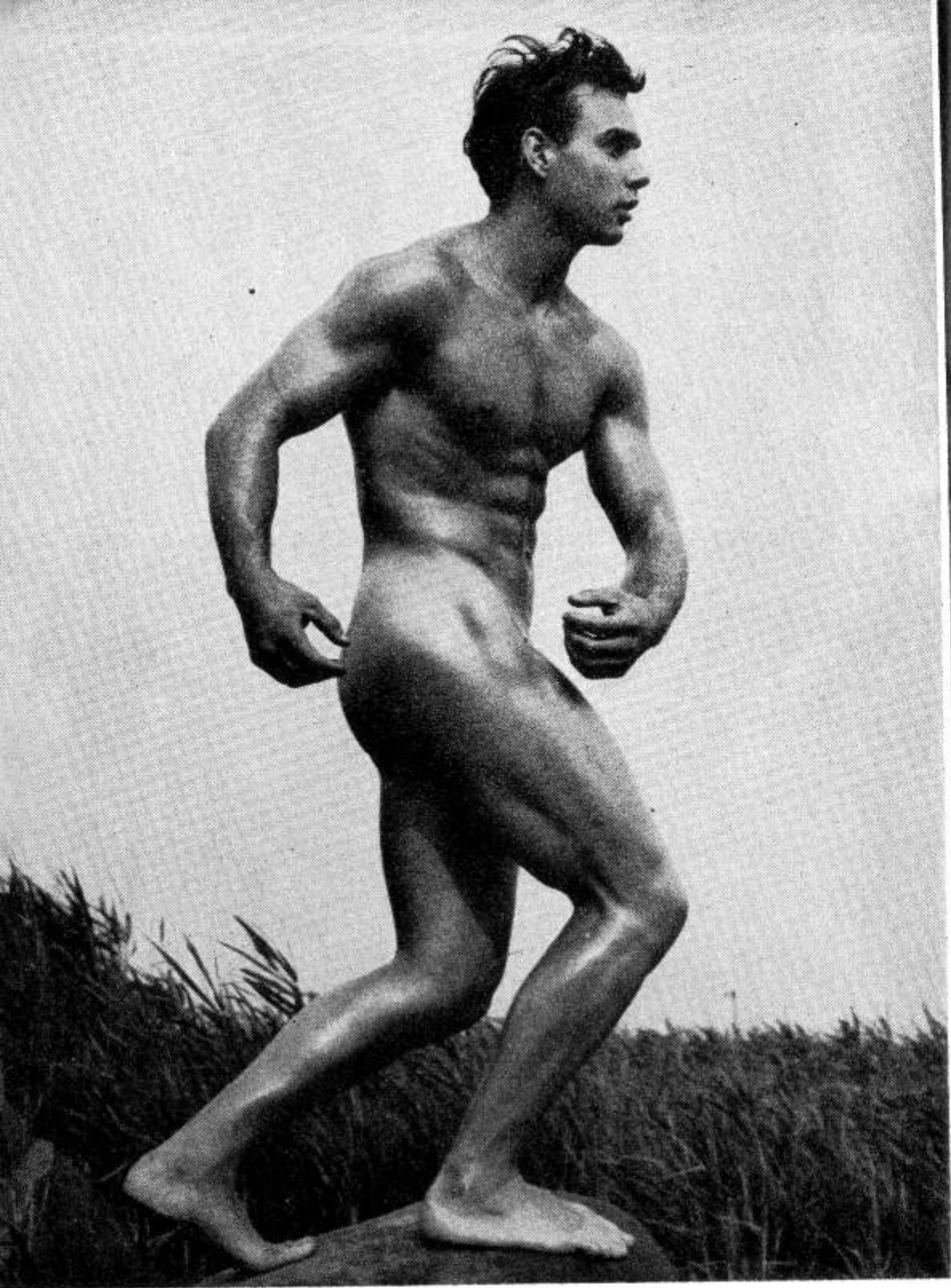
In ancient Hellas, among the Spartans and others, eugenics was practiced to the point of ruthlessness in order to insure a healthy and strong race of Greeks as those people worshiped strength and believed that greatness came from beauty. To the end of achieving physical and mental and moral perfection in their peoples, any child that appeared defective at birth was thrown over the cliff of Mount Taygetus, to die on the jagged rocks below. All youngsters were taught gymnastics and no one was considered well educated or learned unless he was able to wrestle and defend himself, swim, handle a bow and arrow and have the ability to participate in a number of sports. At sixteen, these same youngsters were given special instruction in physical exercises to fit them for war. Sports, to the

(Continued on Page 54)

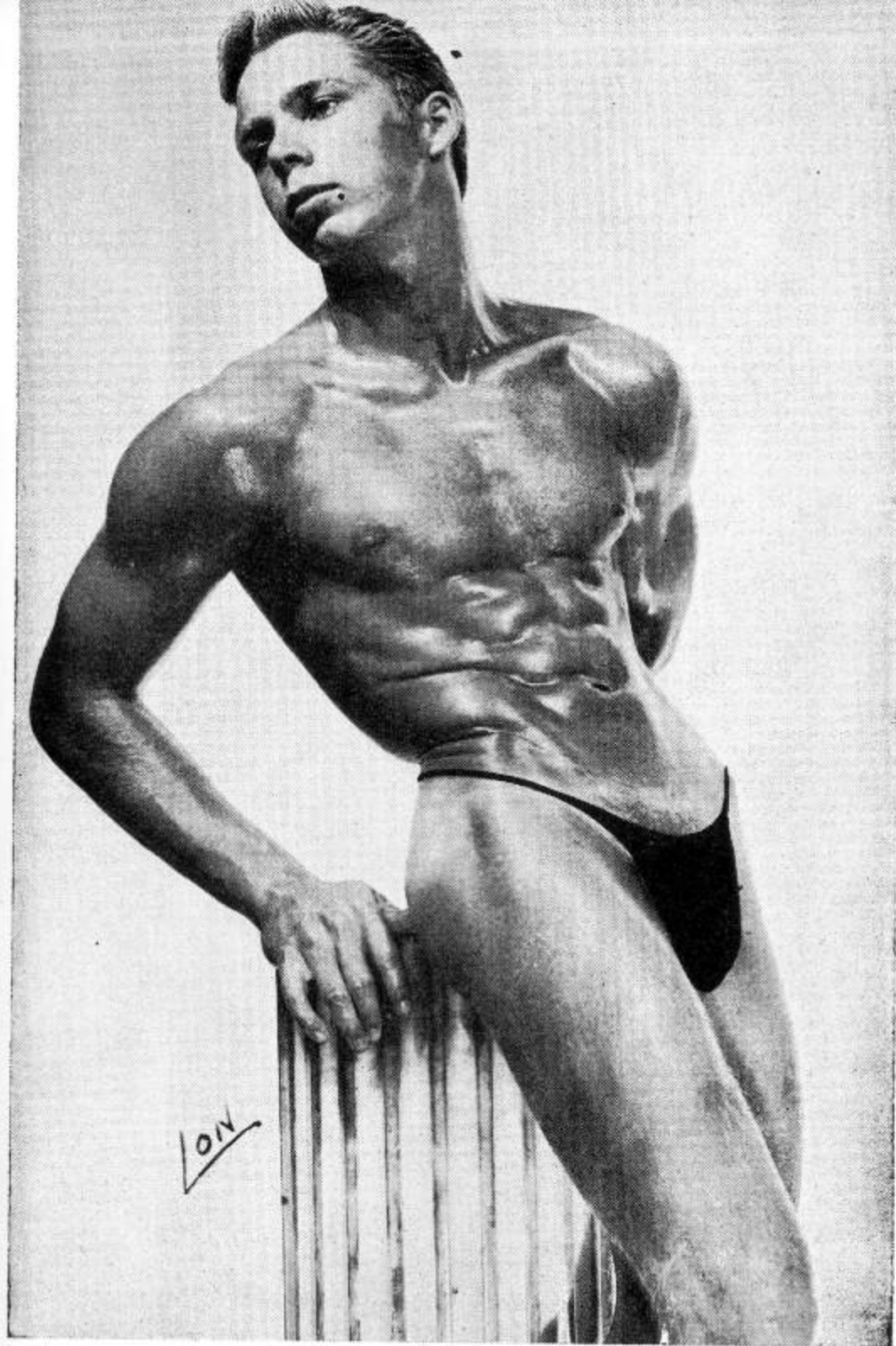




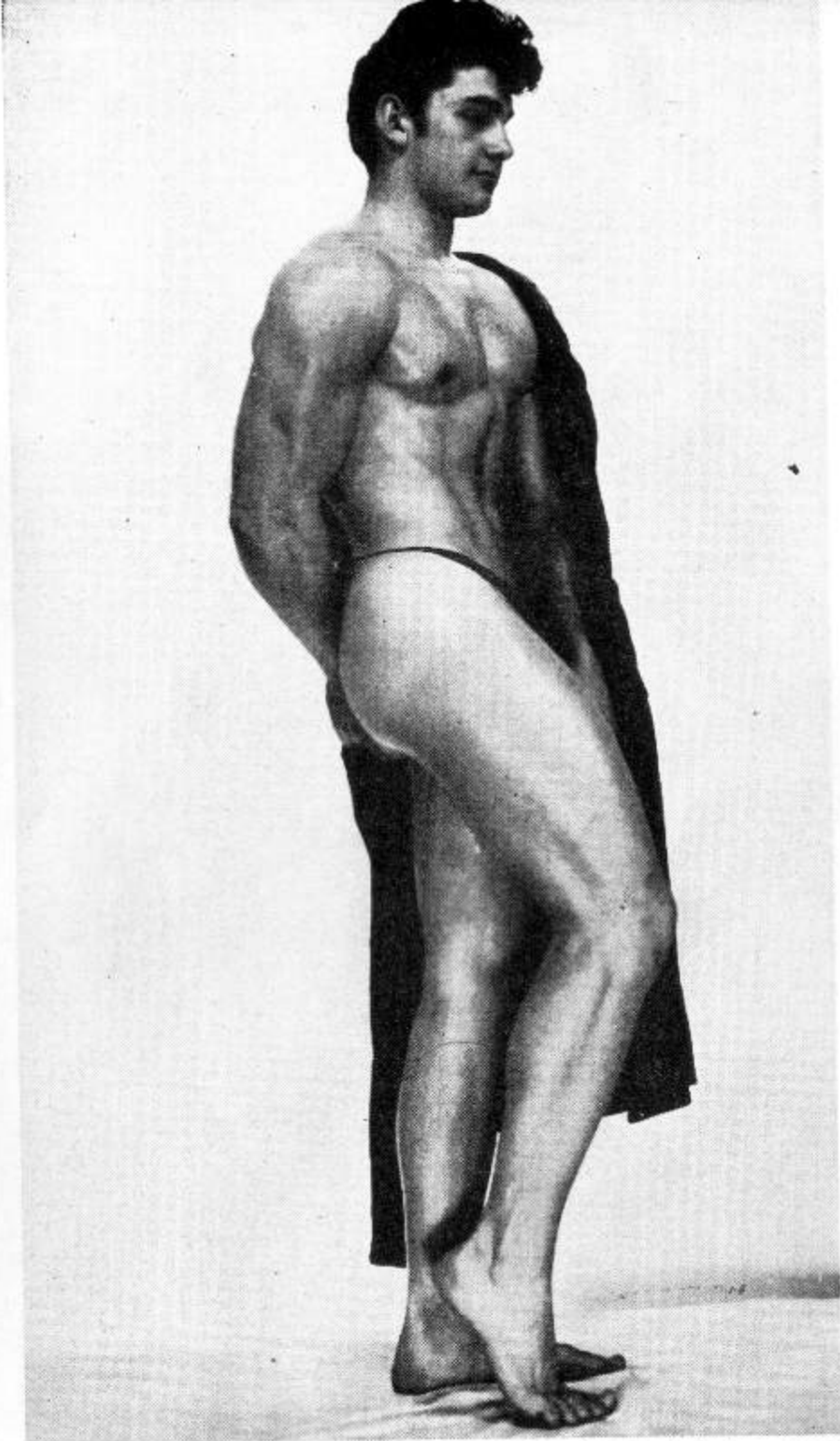
TOM TALBOT, AGE 15 by DOUGLAS
*"Gymnastics as well as music should begin in early years
..... PLATO*



FRANK GIARDINE, AGE 15 by LON
"As the twig is bent the tree is inclined"



DON TONRY, AGE 17 by LON
"The Glory of a man is his strength" THE BIBLE



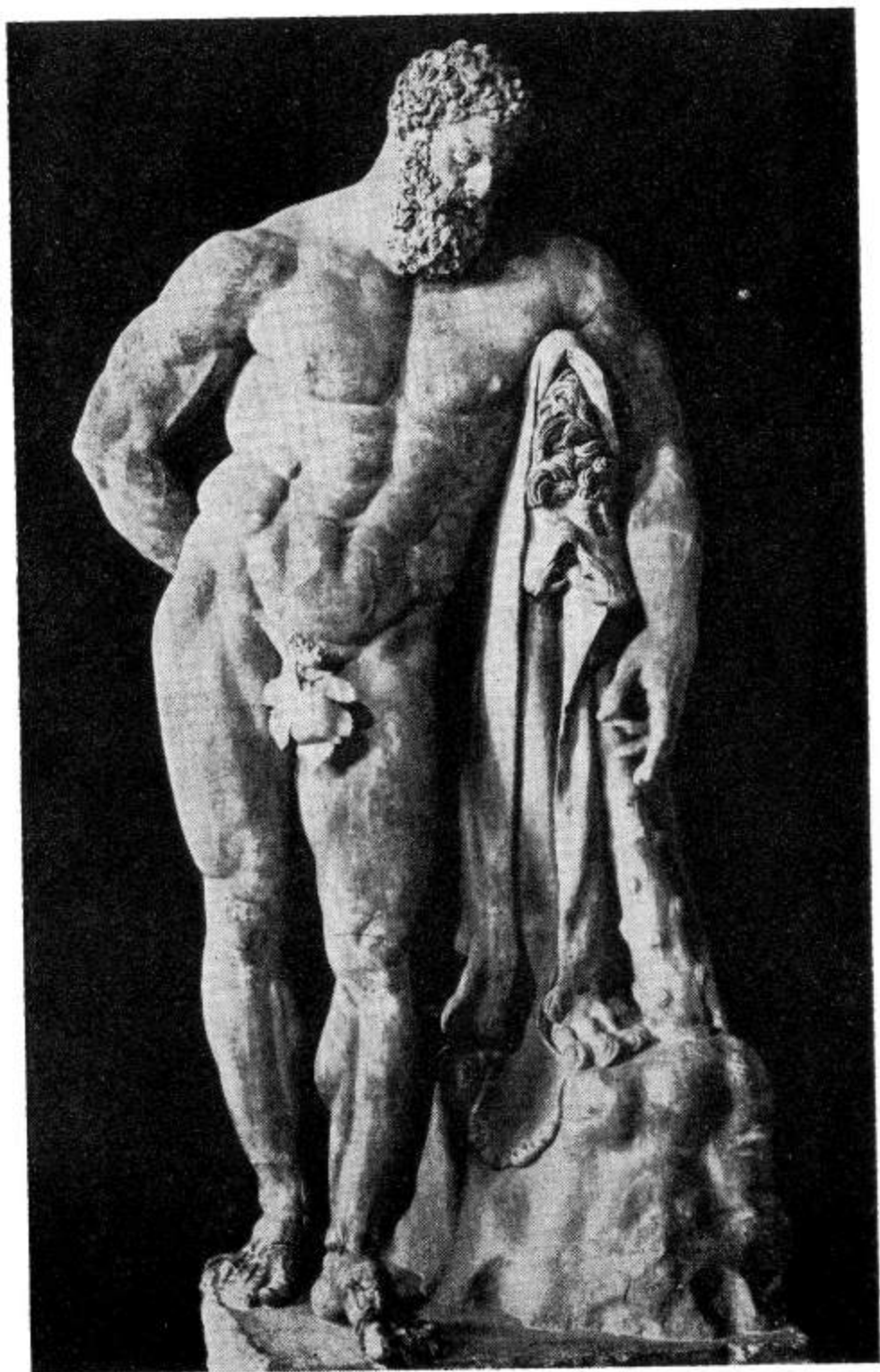
VINCE PLUMERI AGE 16 by LON

"God made the human body, and it is the most exquisite and wonderful organization which has come to us from the divine hand" BEECHER



SAL SAVERINO, AGE 17 by LON

"It is nothing short of criminal to grow up without striving to build a beautiful body" DR. FREDERICK TILNEY



*"One cannot have enough of a good thing" Quoted
from the French*



The Herculean Body Beautiful

Many an artist and art lover has been left spell-bound and awed by his first glimpse of the statue of Hercules—amazed that man, even as depicted by a sculptor, could achieve such massive muscular proportions and yet remain elegant and graceful. Every inch of Hercules' body exemplifies power, strength and force—all that man needed to fight his battles, create his homes and mold his civilizations. The world will never cease to honor the image of Hercules because it represents the zenith of strength and power. Before the dynamic force of this perfect man we realize our own weakness and the courage, heroism and admiration to be gained by being strong and healthy.

At athletic events, such as American football, we see that the
(Continued on Page 48)

Farnese Hercules, attrib. to Glycon of Athens.

S-T-R-E-T-C-H

Your Way To A Super Strong Body

This Enjoyable Home Gym Way

- Builds Big Muscles • Improves Health
- Creates Vital Energy • Overcomes

Inferiority Complex

This versatile steel cable home gym set develops powerful arms, chest, shoulders, waist, back and legs FAST! Trains body in manner endorsed by Mr. America winners and champion athletes, building up rugged, enduring muscularity. Requires only a few minutes a day for full benefit. Instructions tell you how to save time molding a he-man body with exercises you will enjoy. Life-time construction, nothing to break or wear out. Photos below show some of the exciting exercises you can do with this outfit.

Here's What You Get

1. Barbell Attachment for powerful arms, back and legs.
2. Foot stirrups for special arm and shoulder exercises.
3. Skip Rope for speed and endurance.
4. Headstrap for a man-sized neck.
5. Chest Pull for massive arms, chest, shoulders and back.
6. Hand Grips for a he-man grip.
7. Wall Pulley Attachment to develop prize-fighter muscles.
8. Rowing Machine Attachment for a wide back and broad shoulders.
9. Illustrated Instructions and FREE Book "How To Fight."



1

ORDER TODAY
USE THIS HANDY COUPON

Mr. America Barbell Co., B.B.,
16 Hopkins Ave.,
Jersey City, N.J.
Gentlemen:

Please RUSH me my Steel Cable Home Gym Set. I want to begin training like the Mr. America Champions do. Enclosed find \$..... in full payment.

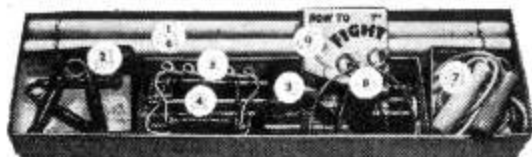
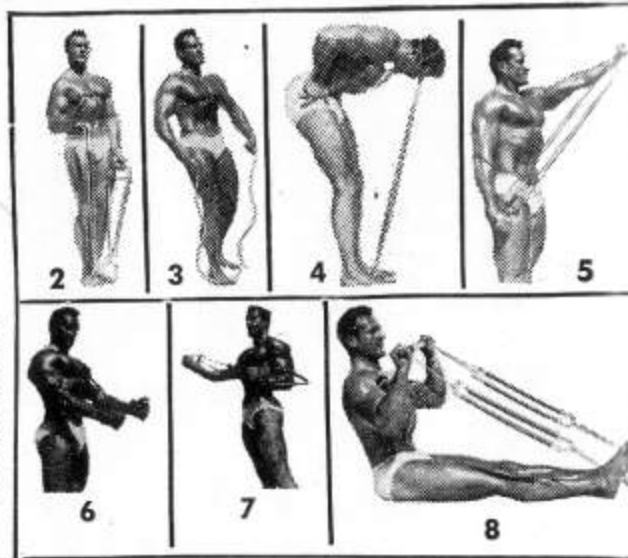
Name

Address

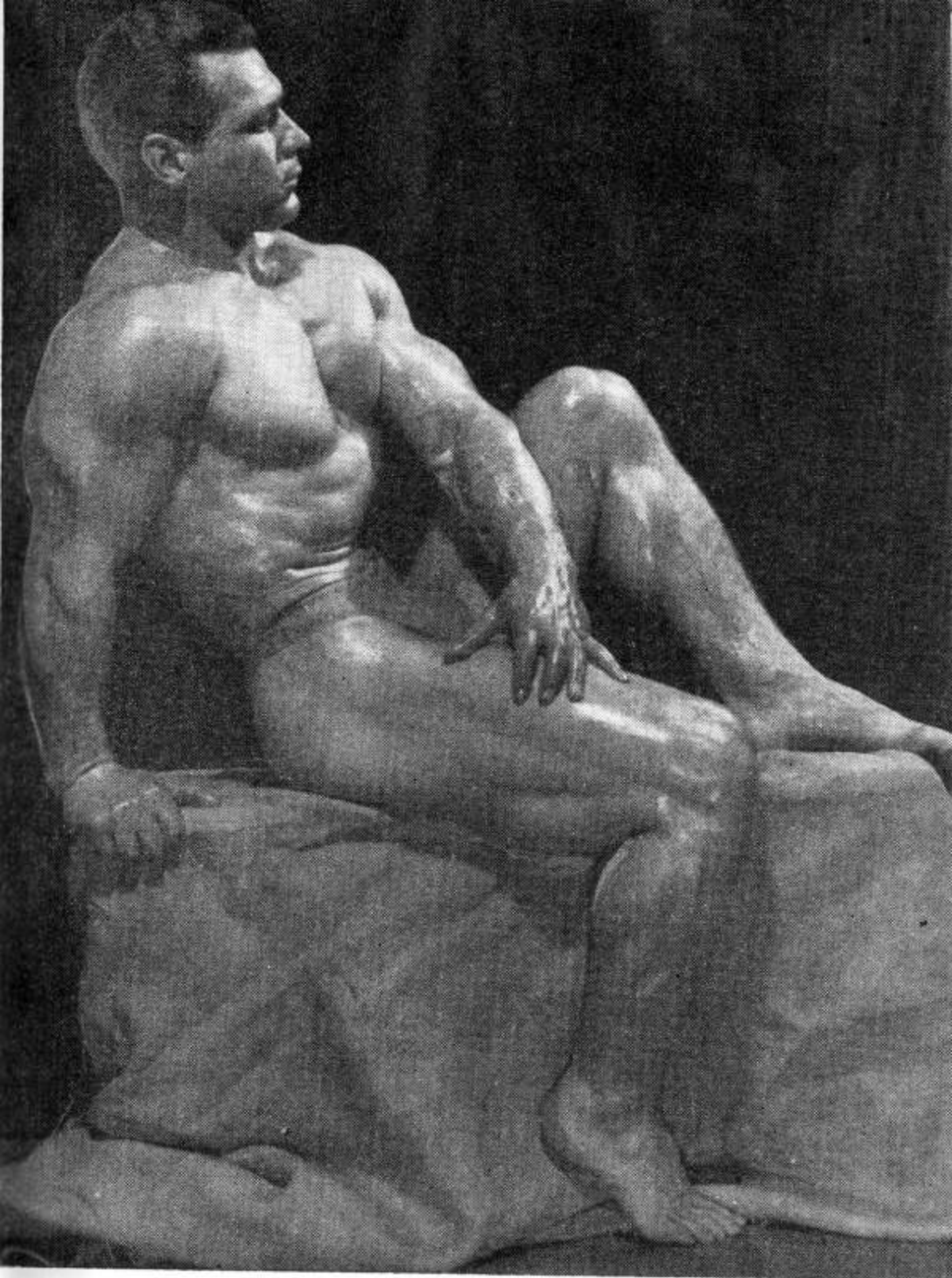
City

All orders shipped promptly. Prices FOB our warehouse. No COD's. Canadian Customers, Price \$14.00, same fast service from:

Mr. America Sporting Goods Co.,
4466 Colonial Ave., Montreal,
Que. Canada



\$11.00—Prices F.O.B. Our Warehouse



JOHN GRIMEK by LON
"It is easy for the strong man to be strong, as it is for the weak to be weak" EMERSON

The Body Beautiful In Grecian Art

Continued from Page 4

Hellenic manhood gathered to practice and prepare for the all-important festivals and Olympic Games that publicly displayed the beautiful bodies and splendid athletic development of the youth of Greece. Here the great sculptors watched and admired and studied the action of perfectly conditioned athletes. The poetry of motion and form they saw, they translated into vivid, almost living statuary of the masculine form.

Body development of the male was actually a part of the religion of ancient Greece. The Olympic and Nemean Games were held in honor of Zeus, chief God of the ancient Greeks. The Pythian Games paid tribute to Apollo, the deity of light, healing, music, poetry and youthful beauty. The Isthmian Games honored Poseidon, God of the Sea. In the presence of the Gods, naked youths and men matched skill, endurance and strength against each other.

To the Hellenes and their great sculptors, the beauty of the human male symbolized all goodness, virtue, justice and strength. In the male human body was music, art and religion.

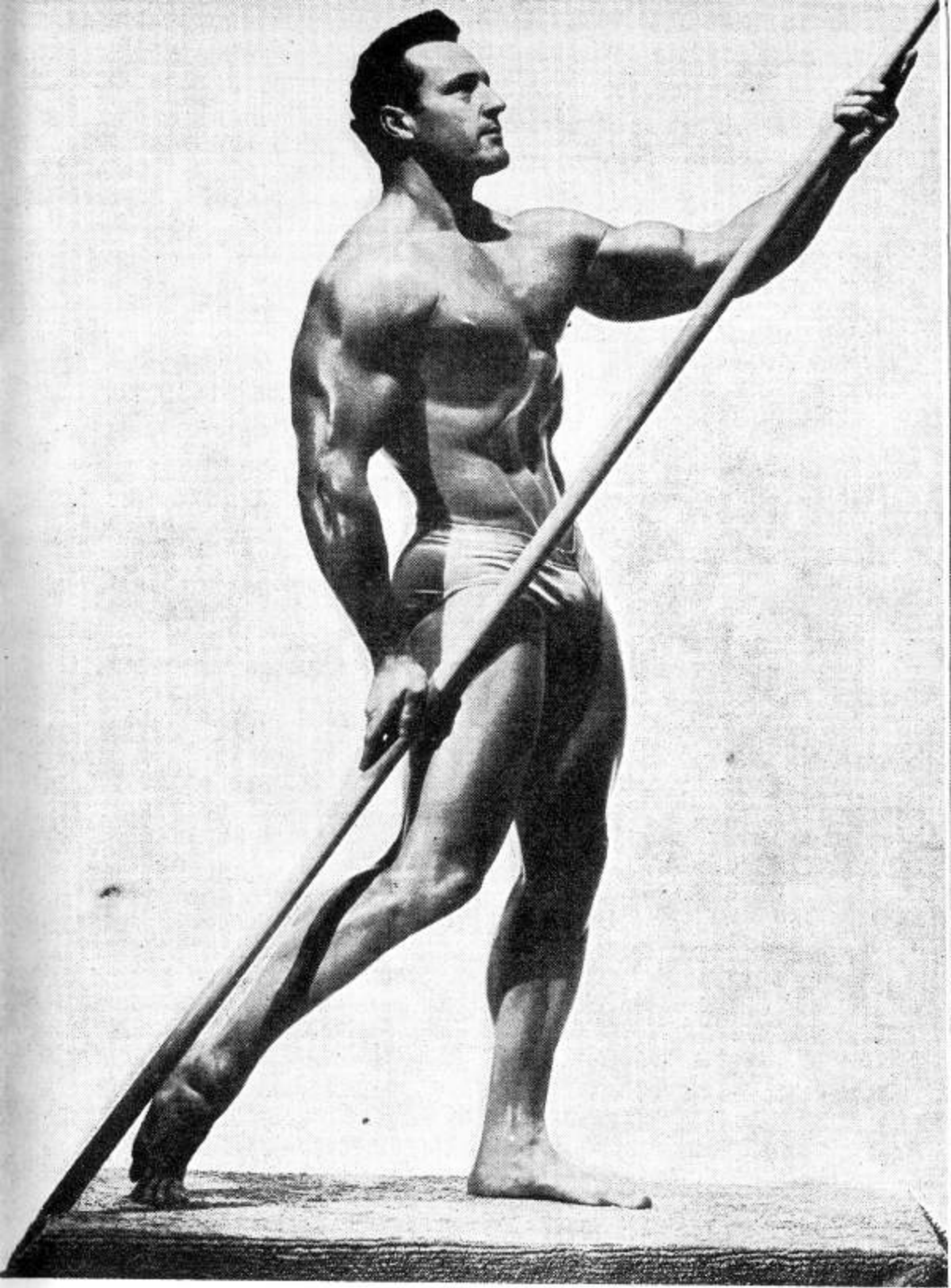
Aristotle, Pindar and Plato

deemed athletics and the systematic development of the body a fundamental part of their philosophy, a philosophy which aimed primarily at producing an ideal type of manhood.

Plato states: "He who mingles mental development and exercise in harmonious proportions, has reached the ideal condition. Such a type of manhood is what our country needs." How true these words are today, almost 2,500 years since they were voiced!

In ancient Greece the entire populace honored, revered and respected the well-developed, handsome male. Greek sculptors glorified the muscularly beautiful male. The Greek athlete was indeed a God among men and this is reflected in the works of the Hellenic masters.

Despite the fact that the modern bodybuilder isn't as favored as his ancient Greek counterpart; despite the fact that today's athlete is not encouraged or inspired to superhuman efforts by the promise of rich financial and aesthetic rewards, the modern bodybuilder works at home with barbells, chiseling from the raw materials of nature a body that even the Gods of Olympus would admire.



CLARENCE ROSS by WARNER
"Be strong and quit yourselves like men"
OLD TESTAMENT

The Great Renaissance of Masculine Perfection

Continued from Page 12

day perfectly developed men, especially those pictured in this magazine! Here you see the models just as they appear in person. No photograph in this publication is retouched, with the exception of painting in a "G" string, to satisfy postal and sociological mores. Here you see them in all their glory—nothing added, nothing taken away. Throughout America there are literally hundreds of thousands of perfectly developed men, who can rival and surpass the ancient Greeks. In America there are well built men who can put to shame Hercules, Apollo and Adonis. If Myron, Polyclitus, Phidias and other great Greek sculptors could be reincarnated into our generation, they would find among the great army of well built men bodies to inspire them to create masterpieces that would surpass even their finest works of ancient times.

In America we have men who are masculinely developed for grace, power, strength and beauty. Whether Herculean or Apollon makes no difference. They can take their places with the greatest athletes and best

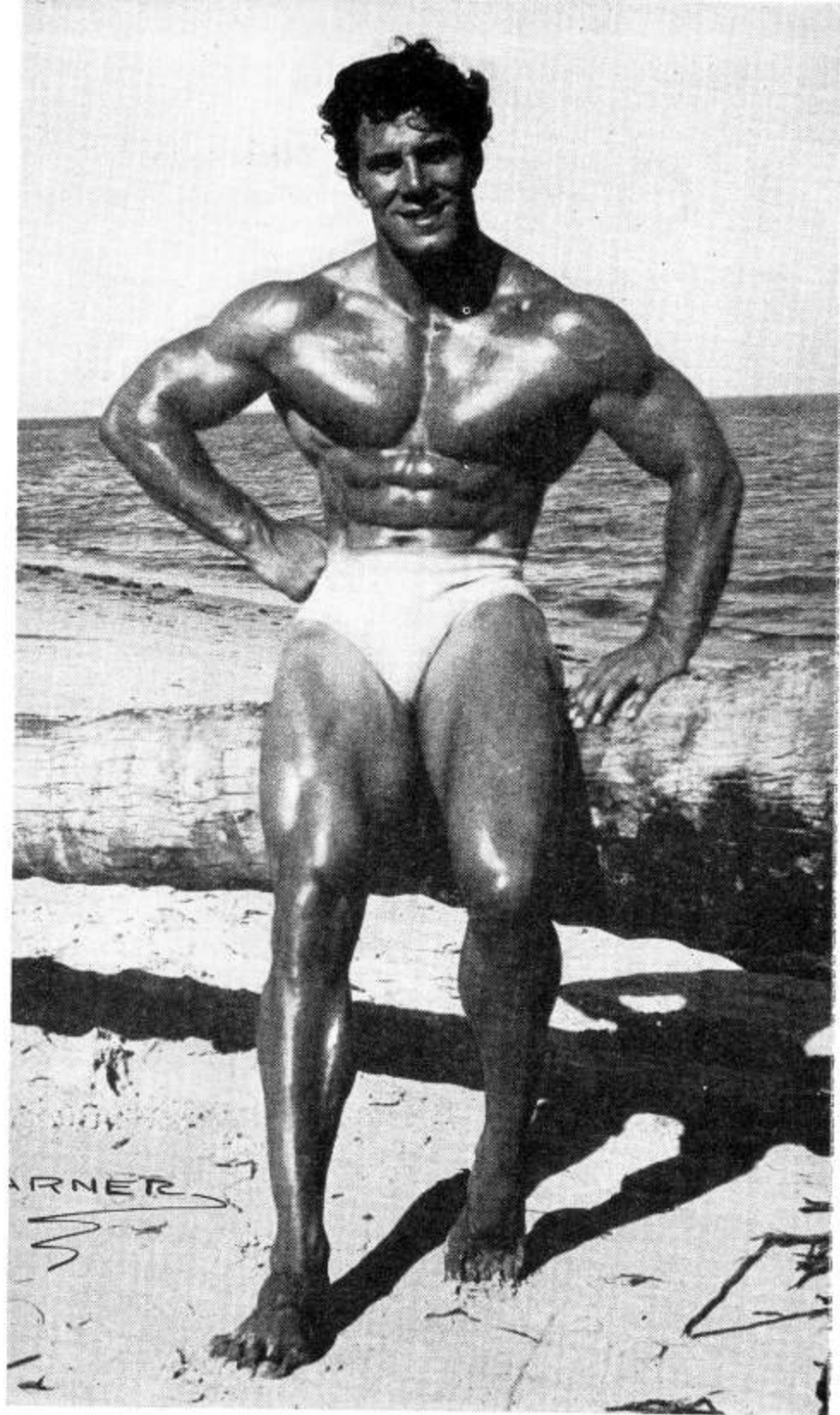
built men of all time. We hope the photographs on the following pages will convince you of the soundness of our unequivocal faith in the modern American masculine body.

The Herculan Body Beautiful

Continued from Page 43

most beautiful girls are attracted to the heroes of the gridiron. To admire strength is a natural urge not only of women, but of all mankind. We idolize the strong, the courageous, the heroic because we realize our own weakness, our own inability to cope with life's problems. For this reason we feel a particularly deep admiration for Hercules, the embodiment of strength, courage and hope.

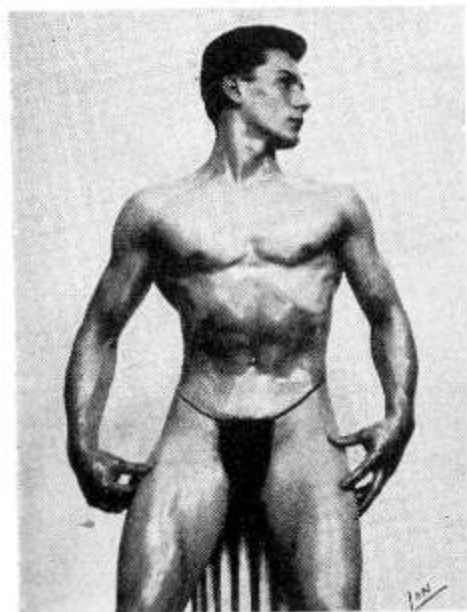
Whether one living man posed for the statue of Hercules or whether he was created by the artist taking the best anatomical features of a number of young athletes means little. Hercules is not the depiction of any one man or group of men. He represents an ideal — an ideal that we are coming close to realizing here in America today, where we have an army of men as muscular and heavily developed as Hercules.



REG PARK by WARNER
"Health is the vital principle of bliss, and exercise of health" THOMSON

LON

presents



STEVEN WENGRYN

Another fine LON Discovery, Steven at the age of 16 shows a development of great beauty and promise. This young adonis is not only handsome of face and form, but displays a most friendly warmth and glow, reflecting a very unusual and wonderful personality.

Steven is one of 25 great models whose photos appear in the new LON "Connoisseur Album." A complete picture catalog of over 50 photos for only \$1.00.

Send today for your copy of the new

CONNOISSEUR ALBUM

Price \$1.00

LON

Suite 5C

400 West 57th St.

New York 19, N.Y.

Phone Circle 5-7235

Michelangelo

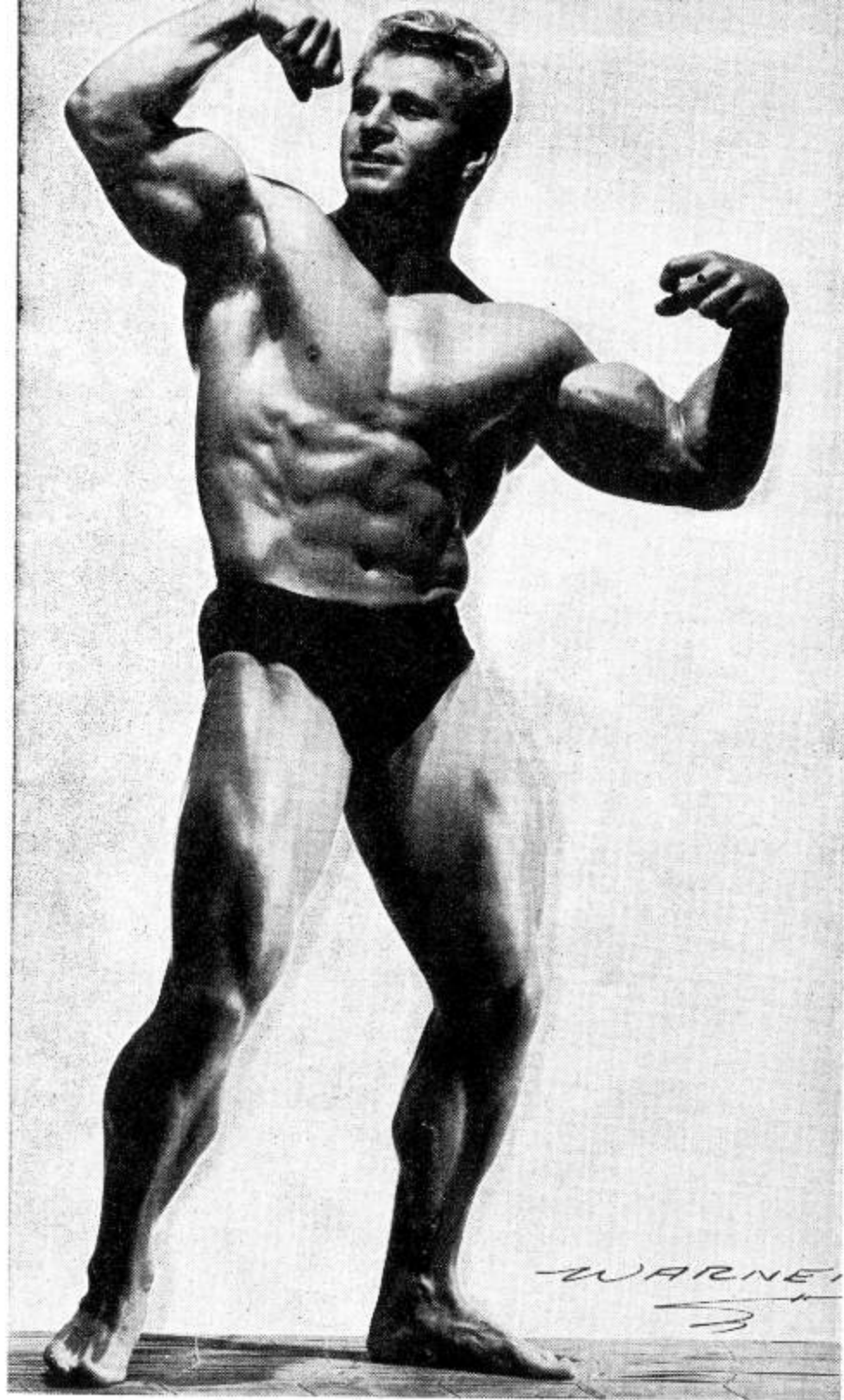
(Continued from Page 19)

human anatomy, dissecting bodies and drawing from live models until the figure of a man held no secrets from him. No posture, no movement of the human form could escape the mastery of his brush. By the time Michelangelo was 30, he was acknowledged one of the greatest masters of his time. His crowning achievement was painted on the ceiling of the Papal Chapel at the Vatican. On the following pages are portrayed a very few of the wealth of male figures he there depicted. In them one can see muscular athletes, twisting and turning in every conceivable direction and posture — but always looking graceful.

Editorial

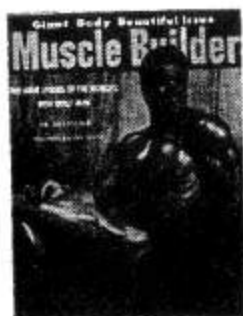
(Continued from Page 3)

We hope that all art lovers, artists and critics can find in this magazine some inspiration and knowledge to further their art and come to realize that the average American bodybuilder is far superior in development to athletes of any other age.



JACK DELINGER
*"Give me health and a day, and I will make the pomp of
Emperors ridiculous." EMERSON*

MUSCLE POWER and MUSCLE BUILDER



— RECOMMENDS —

In our opinion the following physique photographers are the leaders in the field. We suggest that you patronize them when you add to your collection of selective male physique studies.

BRUCE OF LOS ANGELES

Box 9305, Station 5
Los Angeles 5, Calif.

WARNER STUDIOS

P. O. Box 268
Oakland 4, Calif.

TONY LANZA

6231—1st Ave.
Rosemont, Montreal, Canada

SPARTAN

Box 46905, W. Branch
Los Angeles 46, Calif.

LON

400 W. 57 Street
New York, N. Y.

BOB DELMONTEQUE

4873 St. Lawrence
Detroit 10, Mich.

CLIFF OETTINGER

Box 673
Chicago 90, Ill.

ROBERT GEBBE

112 W. 61st, Apt. 4W
New York City, N. Y.

Send \$1.00 to any or all of the above for their latest catalogs and samples of their work. We know that you will appreciate their friendly service and the excellent reproductions of the finest in artistic male photos.

Eugene Sandow

(Continued from Page 30)

a tremendous sum for his day and age, a sum the equivalent of \$20,000 or \$25,000 a week today! Women paid homage to his beauty, waited in line at the stage door just for the thrill of feeling his flexed biceps. Men bought up all the books he wrote on physical development. He inspired thousands of exercises, planned and opened many gyms and actually started a revival of masculine perfection and admiration for the male physique.

Anna Held and other great *artistes* of the day were his friends. Among his admirers and pupils were the kings of England, Sweden and Spain as well as the Archbishop of York and Sir Arthur Conan Doyle, to name but a few. Leaders of the press publicly acclaimed him, medical practitioners openly admired him and Members of Parliament paid him homage.

Truly he was a great man, who started a revival of interest in the masculine physique and left behind a great heritage and a motto for living for all men to follow; "A Sane Mind in a Sound Body."



BARTON HORVATH

"The body beautiful is breath-taking, magnetic and inspiring. It suggests vigor, strength, and surplus vitality"

..... **JOSEPH WEIDER**

Youth Body Beautiful

(Continued from Page 36)

Grecian youths, were a preparation for war, just as they are with our present day dictators. They sincerely and wholeheartedly believed that "Superiority lies with him who has been reared in the severest of schools."

Today we realize that one does not have to go to the extremes the Greeks did to develop strong, muscular bodies in our youths. Through intelligent use of barbells and a sensible course of instructions, such as the "Weider System," one can develop a body that is at once muscular, strong, healthy and attractive.

On the following pages, we have selected a few youthful bodybuilders, all in their teens, to show what exercise at home can do to create a beautiful body for the youth. By exercising, these youths learn to appreciate their bodies and realize that without health a beautiful build is impossible. They refuse to abuse their bodies and do not smoke or drink. None are found among the addicts of opium or other narcotics, all follow sound health and dietary laws to insure perfect condition, development and health. This self-discipline helps develop will

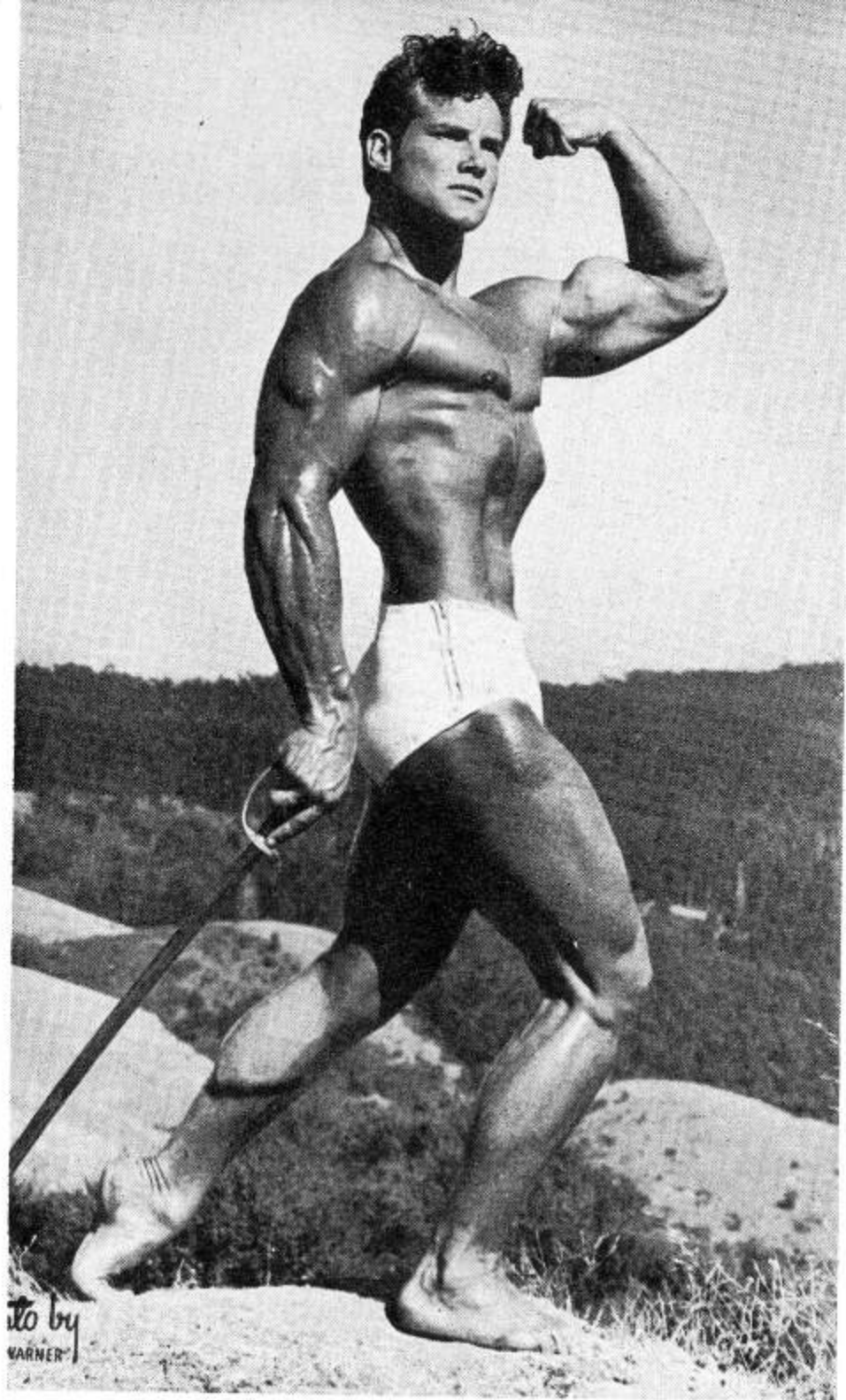
power, determination, character and teaches that nothing is created, especially a healthy body, without effort. This self-imposed discipline, which is at once healthy and character building, has created thousands of healthy American youths.

We hope in time this gospel of healthy living will spread throughout all America and create a healthier race for us. Forced discipline is not necessary for creating a body beautiful, good health and character. Our democratic love of doing things on our own, for ourselves, if we are educated to them and their value, builds bodies that are as beautiful, graceful and powerful as those forced by primitive and dictatorial methods

The European Body

(Continued from Page 24)

The Latin type physique, so popular with sculptors and painters and best exemplified by the French, northern Italians and Spaniards, is presented in the following few pages to show the art lover to what extent man can achieve classical beauty in this racial strain. We believe that for all around beauty of the type that appeals to the artistic soul, the Latin leads all others.



STEVE REEVES by WARNER
"The body builder expresses a beauty of form still unexpressed in nature" GEORGE F. JOWETT

YOUR HAIR WILL GROW ON A HEALTHY SCALP!

AMAZING Weider Formula #7
is specially prepared for all
men . . .

- Who find loose hair on their combs
- Who suffer from itching dandruff
- Whose hair is thinner than before
- Whose lifeless hair is hard to groom



and You Can't Grow Healthy
Hair with a Clogged Scalp

WHY IT WORKS

Weider Formula #7, penetrates deep beneath the surface of the scalp, dissolving dirt and other obstructions from hair shaft, permitting healthy hair to grow. Works on the principle that you can't thread a needle with a clogged eye and you can't grow hair with a clogged scalp.

MAKE THIS CONCLUSIVE TEST

Have barber examine hair and scalp before using preparation. 2 weeks later have him examine again. If hair and scalp isn't 100% healthier, cleaner and better groomed, your money back! We can't fail! Each bottle of Formula #7 is specifically compounded in our laboratories to help your personal scalp condition; dry, oily or natural. You also receive FREE booklet on daily care of hair for extra benefits.



Endorsed by, good
looking Steve Reeves,
Mr. Universe.

SO SIMPLE TO USE



- 1 Apply tonic once a day with gentle massage.



- 2 Use Shampoo to thoroughly clean scalp once a week.

MAIL THIS COUPON

Self-Improvement Inst. B.B.,
16 Hopkins Ave.,
Jersey City, N.J.

Gentlemen:

I enclose \$5.30 (tax incl.) for a full 2 month's combination supply of Weider Tonic and Shampoo. Send me formula best for my scalp condition which is ☐ Dry ☐ Natural ☐ Oily

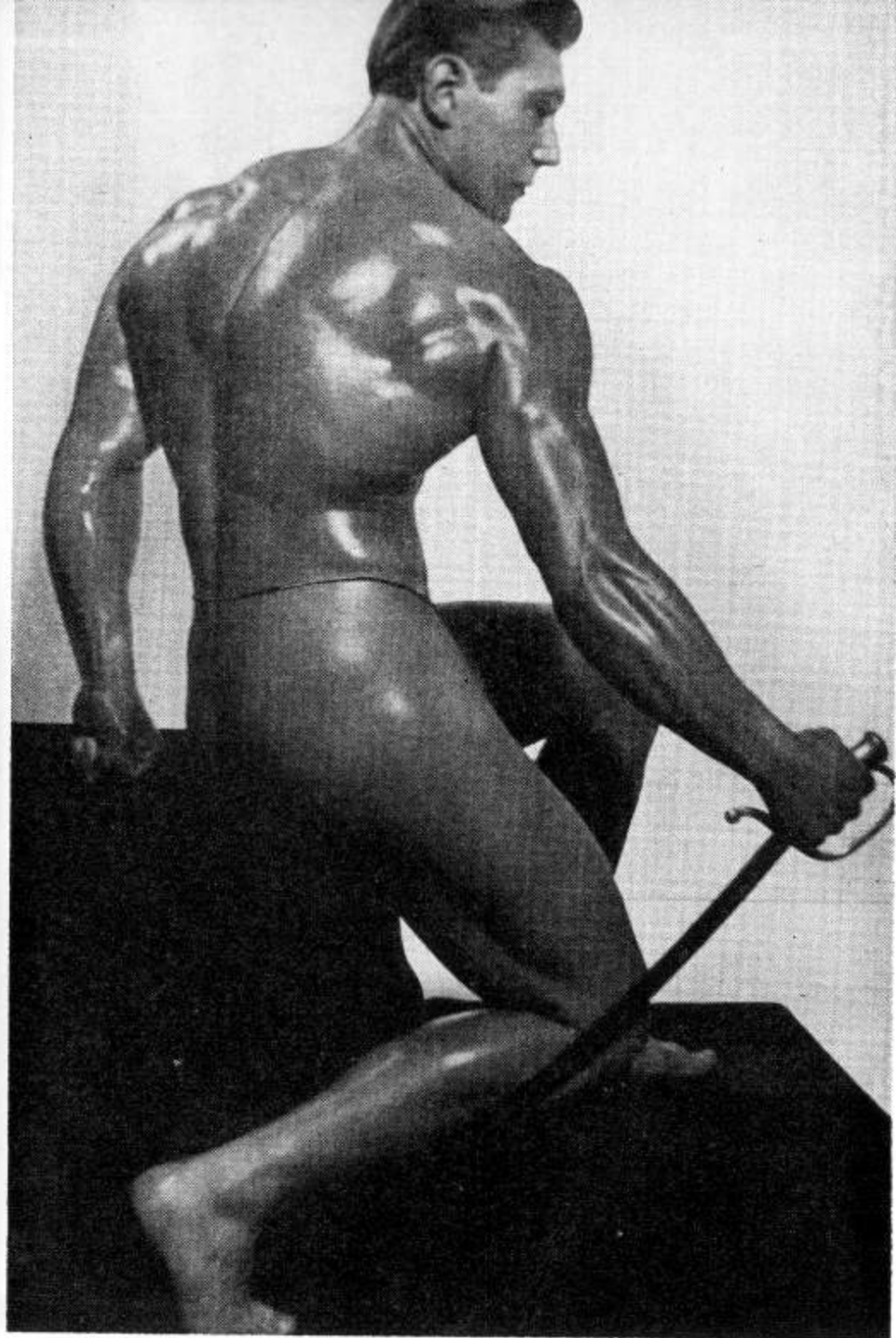
Name

Address

City Zone State

No COD's. Small postage extra. Canadian address: 4466 Colonial Ave., Montreal, Que., Canada.

**ORDER TODAY and receive
FREE BOOK on Hair Care**



PAUL COMO by FORBES

"A beautiful body is more expressive and reliable than words; it is a language all can understand—that of self mastery and perfection". CHARLES A. SMITH

LOSE WEIGHT FAST!

15 Million Fat People Face Early Death

DOCTORS WARN: — Cancer, heart disease, diabetes and other dread diseases attack fat people more often than those of normal weight. Protect your life, your health, good looks! Follow the Weider 3 Way Reducing Plan NOW!



Before



After

JERRY MURRAY At 28, Jerry Murray was too fat, suffered from indigestion, shortness of breath. He followed the Weider 3 Way Reducing Plan and LOST 56 pounds, 10" from his waist.



Before



After

ROBERT REID—Police Constable Robert Reid was overweight, found it hard to do his job. He used Weider 3 Way Reducing Plan for 2 months; lost 30 pounds, regained his former pep and energy.

Here's Why You Must Lose Weight Quickly When You Follow The Weider 3 Way Plan ..

1 You receive a supply of medically approved reducing tablets, which protect heart and liver during reduction. Take 3 a day, one before each meal.

satisfying quantities of nourishing food, following simple diet instructions outlined to you in FREE printed course. You are never hungry, still you lose pounds each day.

FREE illustrated course shows you enjoyable exercises to follow to melt off chest, waist, hips and upper thighs, improving your physical condition and making you look youthful and attractive.

2 You aren't placed on a Starvation diet. You eat

3 You can CONTROL where you lose weight.

Weider Reduce Aid, B.B.
16 Hopkins Ave.,
Jersey City, N.J.

I want to lose weight safely and quickly. Rush me the size bottle of Weider Reduce Aid, which I have checked below, PLUS FREE REDUCING COURSE. I am enclosing payment in full.

100 Tablets (one month supply)...\$3.50
300 Tablets (three month supply)...\$9.00

Name

Address

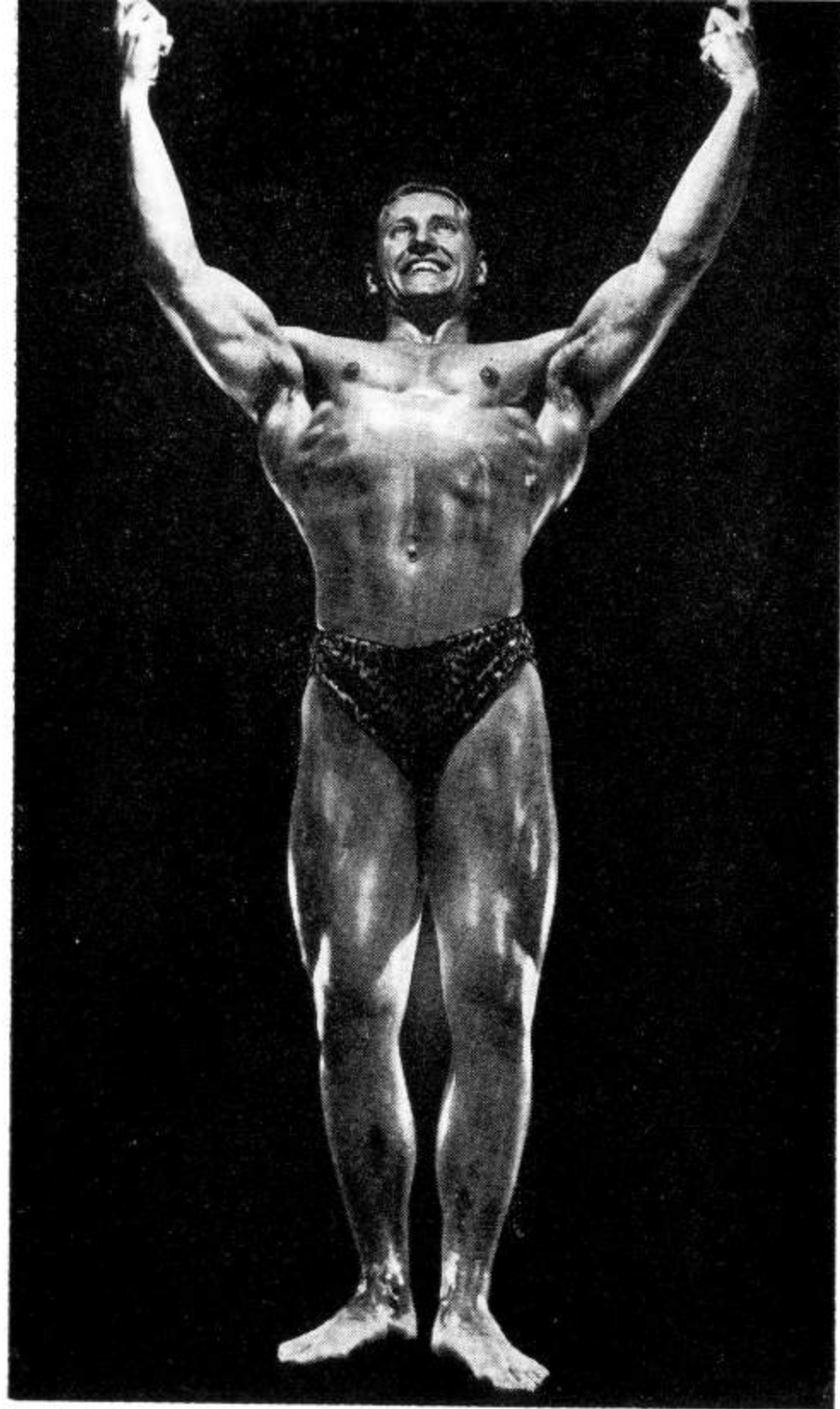
CityZoneState

No COD's. Postage is extra. In Canada, order from: Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.

GUARANTEE: — Weider 3 Way Reducing Plan must help you lose dangerous overweight quickly and safely without harmful drugs, inconvenience or weakening diet — OR YOUR MONEY BACK!

Protect Your Health to Lose Weight Fast — Clip and Mail Coupon

PRICES:—
\$3.50 for one month's supply
\$9.00 for three mos. supply



ALAN STEPHAN

"The highest triumph of art is expressed in the beautiful body of the physique champion" BENJAMIN WEIDER

SKINNY Gain Up to 50 Pounds OR YOUR MONEY BACK!

Even when other methods fail, Weider Weight Gaining Food Supplements add pounds of bodyweight on the most stubborn cases!

HERE IS YOUR LIVING PROOF



JULIAN DAMES
(before)



GAINED 45 POUNDS
(after)

"I was always tired, ashamed of myself, because I was so skinny and weak. Now — thanks to Weider, all this is changed. I gained 45 pounds of muscle, look and feel like a real man!

WHAT I HAVE DONE FOR HIM-- I CAN DO FOR YOU!

Here's Why You Must Gain Weight!

Underweight people stay thin because they lack appetite, usually suffer from secondary anemia, possess low resistance against disease and tire so easily they take no interest in healthful living. Here is how Weider Weight Gaining Food Supplement helps them: 1— the appetite is stimulated. 2— secondary anemia is corrected. 3— resistance against disease is built up. 4— you feel so good you want to exercise and build up your body. **NOTE:**— We don't just fatten you up. We build you up inside and out, making you stronger, healthier than before.

GUARANTEED

A complete list of ingredients and full instructions for use is on every label. Show to your doctor before taking and if he doesn't agree that our product will help you gain weight, you can return for a refund.



So Easy To Use
Weider Weight Gaining Food Supplement comes in either delicious flavored liquid or handy tablet form. Only 3 teaspoons a day or 3 tablets before meals and you will gain weight!

FREE — Weight Gaining Course With 3 Month Supply

Order the 3 month supply and receive FREE a printed course telling you the best foods for gaining weight, exercise, hygiene and other information you can use to gain weight twice as fast.

... RUSH MY ORDER

Weider Food Supplements, B.B.,
16 Hopkins Ave.,
Jersey City, N.J.

Gentlemen: Rush me your Weider Weight Gaining Food Supplement. (Check which)

LIQUID—1 pt. (1 month supply) ... \$ 3.85
—3 pts. (3 month supply) ... \$10.00

Tablets —100 Tablets \$3.50
—300 Tablets \$9.00

Name

Address

City Zone State

No COD's. Small Postage Extra. In Canada, order direct from, Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.

MODERN PHYSIQUE



Bob Delmonteque announces publication of his new book, **Modern Physique**, which includes 37 beautiful, artistic photos. This book is invaluable to all collectors, artists, sculptors, art students, body-builders, etc. This is truly an inspiring book. Priced at \$3.00.

Bob Delmonteque also announces publication of catalog #5, featuring over 60 beautiful miniatures, outdoor and indoor studies. Larger photos may be ordered by number listed on each miniature.

Revised Catalog #1 & #2 also available	\$1.00
Revised Catalog #3 also available	\$1.00
Revised Catalog #4 also available	\$1.00
Revised catalog #5 also available	\$1.00
SPECIAL — 35MM transparencies in beautiful color	
Set #1—10 slides	\$5.00
Set #2—10 slides	\$5.00

Address all orders to:

BOB DELMONTEQUE

4873 St. Lawrence

Detroit 10, Mich.



TONY LANZA WORLD'S FAMOUS PHOTOGRAPHER PRESENTS

Exclusive photos for sale of famous Canadian Bodybuilders and Internationally known wrestlers. Now is your chance to complete your collection with pictures of Leo Robert, Allan Paivio, Gerard Goug-eon, Guy Higgins, Billy Hill, Yukon Eric, etc. Send .25c for catalog and lists.

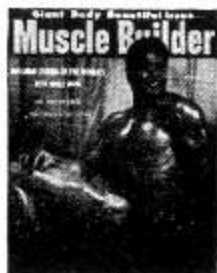
Special offer
Send \$1.00 for 8x10" size of picture shown here of Guy Higgins, new Mr. Montreal.

Or—\$1.00 for 4.3x5" size pictures of various models.

Mail cash, check or money order, to:

**TONY LANZA, 6231
—1st. Ave., Rosemont,
Montreal, Canada.**

DON'T MISS These HE-MAN MAGAZINES



Muscle Builder



Muscle Power

Here are two action-packed magazines every admirer of the perfect male physique must read. In them you will learn exactly how the muscular stars shown in this publication train to develop their powerful bodies:—their favorite exercises for molding a thick chest, massive arms, a trim waist, rugged legs. Each magazine is loaded with more than 100 pictures of the world's best developed men in exciting poses which won them world fame. Fast moving text explains every intimate detail of their private and professional lives. Pick up a copy of each at your local newsstand. Only 35¢! You'll enjoy them—learn from them. They must be good. They're **WEIDER PUBLICATIONS!**

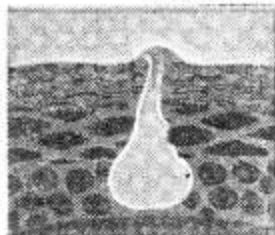
Clear up your Pimples and Blackheads fast.



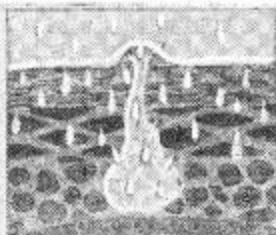
OVERCOME EMBARRASSMENT

Don't suffer the embarrassment of a blotchy, erupting skin another day! An offensive complexion ruins your chances for social fun, business advancement;—makes you feel inferior, nervous, emotionally upset. Now, all this humiliation can be avoided. You can clear up skin imperfections, improve your looks, rid yourself of ugly blemishes once and for all if you send for a Weider Clearskin Kit today. Don't worry if you have failed before—this product is new, exclusive GUARANTEED to work or your money back!

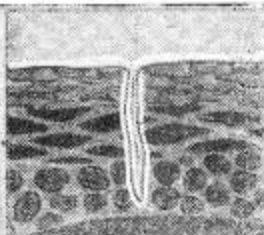
DIAGRAM SHOWS TRIPLE-ACTION BENEFITS



1 Medically pure lubricants soften surface dirt and crusty scales.



2 Germicidal ingredients penetrate deeply, combating infectious germs.



3 Astringents close pores, soothe skin membranes, make face smooth, soft.

USE THIS HANDY COUPON

Weider Clearskin, B.B.
16 Hopkins Ave.,
Jersey City, N. J.

I enclose \$3.98. Rush me my Weider Clearskin Kit. I understand I must see improvement in 10 days or my money will be refunded.

Name

Address

CityZoneState

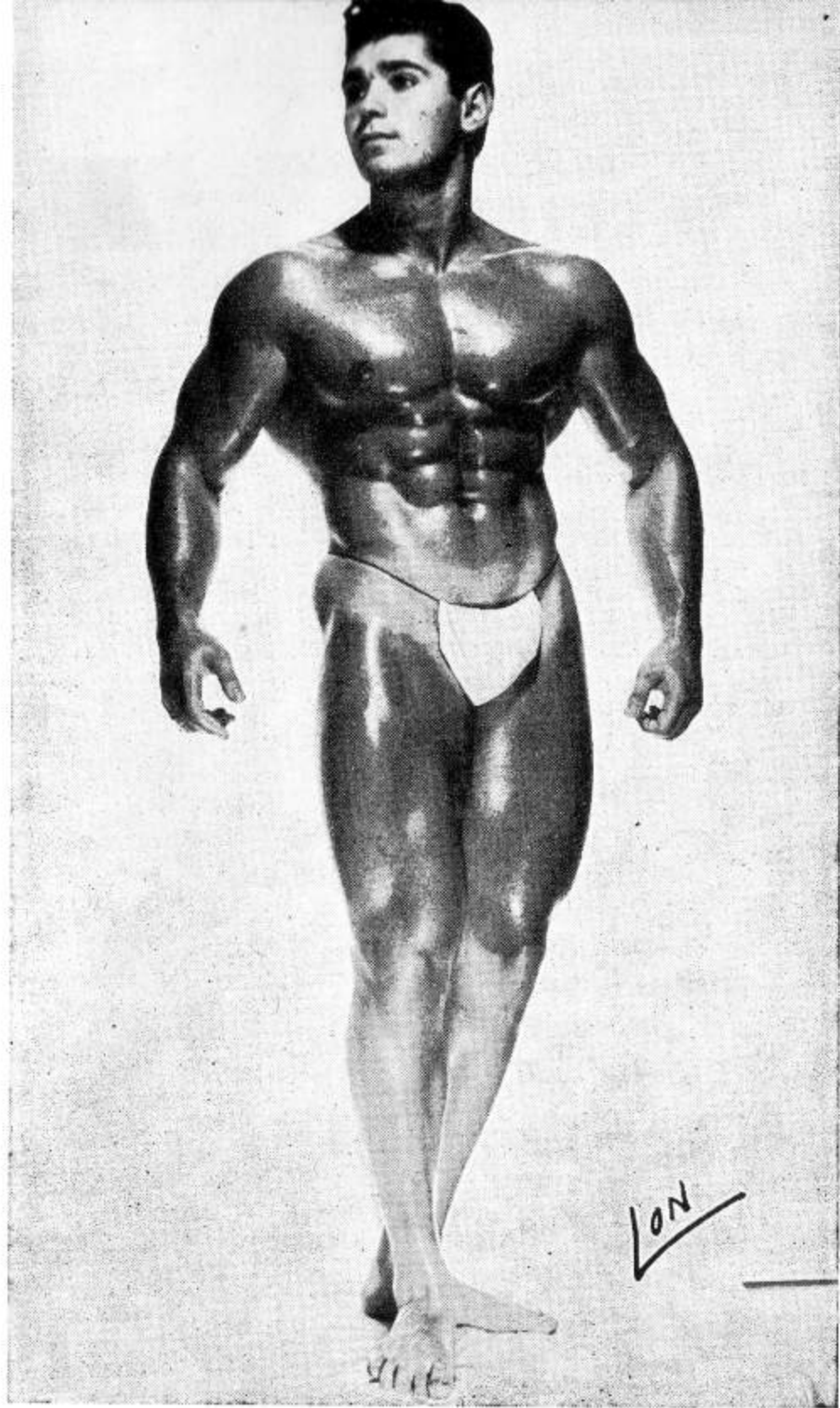
☐ Check here if economy 3 month supply, price \$10.00 is preferred. No COD's. Postage is extra. In Canada, order from: Weider Barbell Co., 4466 Colonial Ave., Montreal, Que., Canada.

24 HOUR TREATMENT Clears Up Your Skin Twice As Fast

You receive a bottle of liquid preparation to apply before retiring and a jar of skin-colored salve to wear all day which hides imperfections while medications soothe blotchy skin. This 'round the clock' treatment results in such dramatic improvement that you must see a big difference in 10 days or your money back!

UNCONDITIONALLY GUARANTEED

only \$3.98
for a full month's treatment



SEYMOUR KOENIG, AGE 18 by LON
"Someone has said that the man who neglects the development of his physical body—blasphemes God!"

Give Your Tired Body NEW LIFE.....

Amazing Dietary Secret of World Famous
Athletes Now Offered to You.....

WEIDER HI-PROTEIN FOOD SUPPLEMENT
Is Used By

Boxers



Strongmen



Wrestlers



**GOOD FOR
ENTIRE FAMILY**

Children love its rich, nut-like flavor. Adults enjoy its delicious taste. Helps entire family to build strong bones, solid flesh, resistance against disease. Comes in two forms:—handy tablets or smooth powder. One months supply of either is \$3.00. Three months supply is a low \$8.00.

EVERYONE NEEDS PROTEIN

PROTEIN is the most highly concentrated, easily assimilated food substance known. It supplies the body with vital nourishment to build healthy tissue, great energy, unlimited endurance. Professional athletes use it generously. Doctors prescribe it to patients who are dangerously weak. YOU should use it to give your tired body **NEW PEP AND ENERGY!** Helps thin people to gain weight and fat people to lose unwanted pounds. **Everyone** benefits from its daily use.

Read These Medical Facts

Weider Hi-Protein is more than 50% pure protein, broken down to its most easily assimilated form. It is additionally fortified with generous quantities of Vitamins A,B,C,D, and essential minerals to promote body health. So skillfully compounded that it is 15 times more concentrated than protein from either eggs or meat, yet more easily digested than either of these foods.

**USE HANDY COUPON
AND ORDER TODAY**

Weider Food Supplements, B.B.
16 Hopkins Ave.,
Jersey City, N. J.

I want to give my tired body new life. I enclose \$..... for which please rush me the item I have checked below:

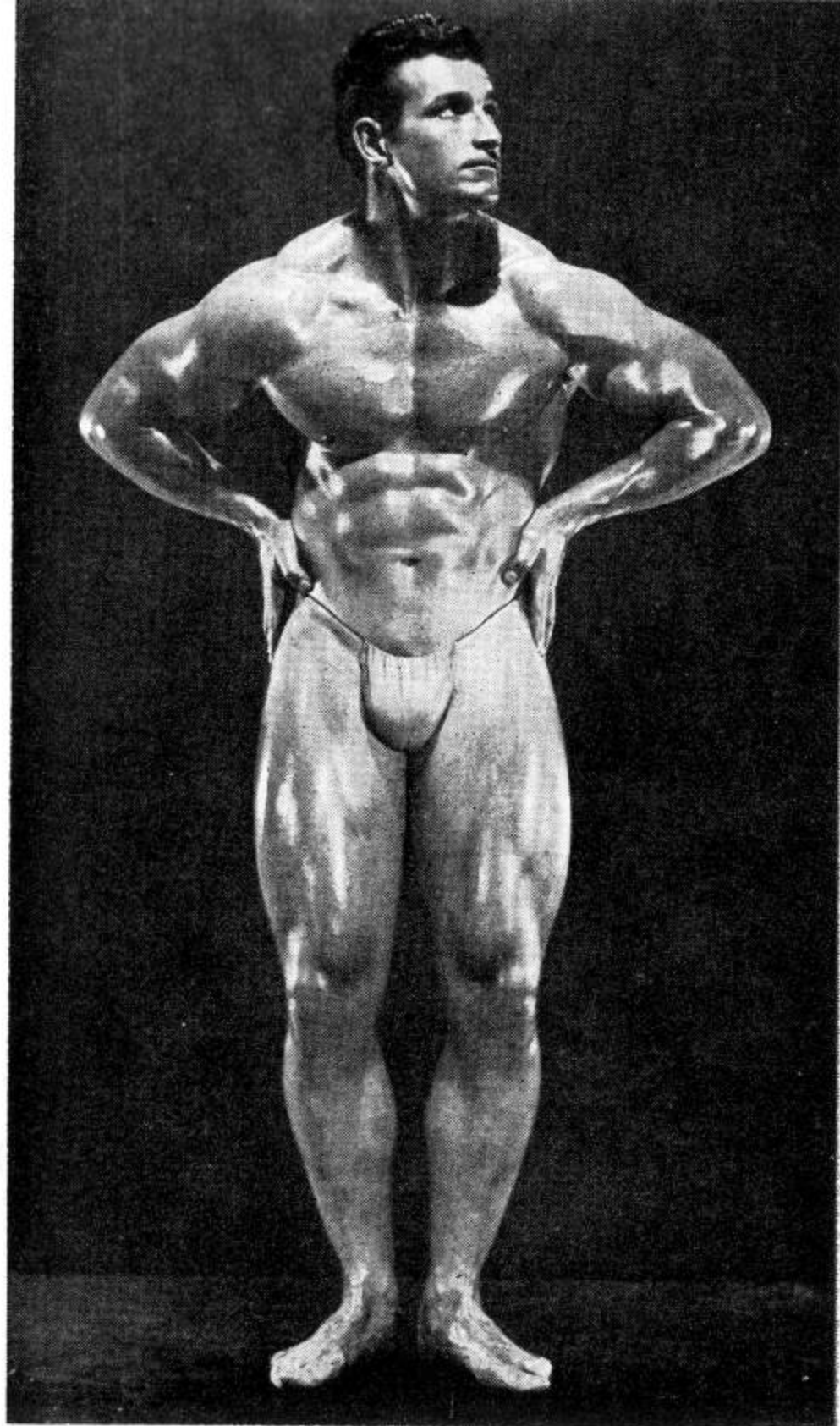
- ☐ 1 months supply Hi-Protein Tablets... \$3.00
☐ 3 months supply Hi-Protein Tablets... \$8.00
☐ 1 months supply Hi-Protein Powder... \$3.00
☐ 3 months supply Hi-Protein Powder... \$8.00

Name

Address

City Zone State

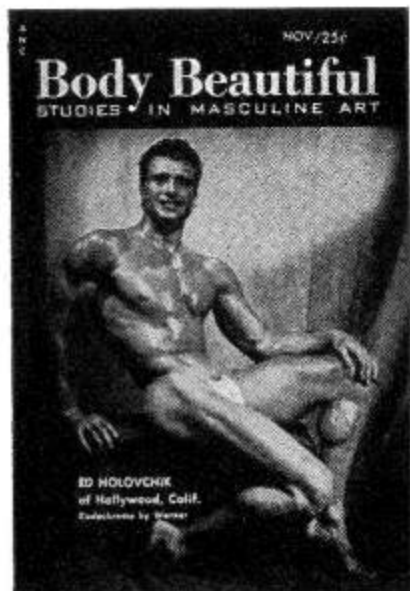
No COD's. Postage extra. In Canada, order from: Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.



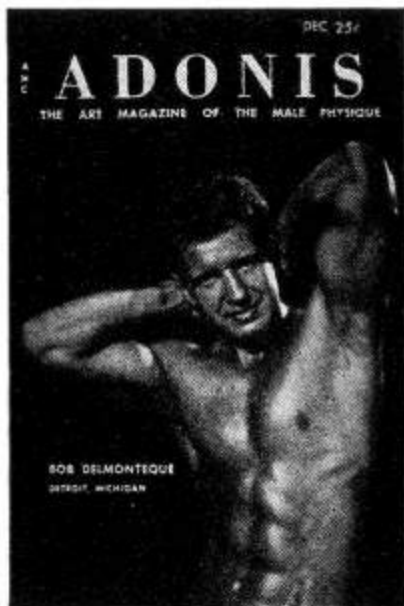
BOB McCUNE

"Ask me no more which is the greatest wealth, our rich possessions, liberty and health". ROWLAND WATKYNs

IF Michelangelo were alive . . He'd Be the First to Subscribe to



BODY BEAUTIFUL



ADONIS

These companion magazines are hailed by art lovers and those who appreciate the highest ideals of manhood for establishing an exciting new trend in the cultural presentation of the male form. In them, each month, you will find a wealth of inspirational material dedicated to the perfect man as seen through the eyes of the world's greatest artists, sculptors, and physique photographers. Those who admire male perfection on its highest artistic plane, will want to obtain and save every copy of "Body Beautiful" and "Adonis."

We know that newsstands sell out hours after issues are received by them. To be sure that you are not disappointed—that you receive every copy, **SUBSCRIBE TODAY.** Only \$2.50 for 12 issues of either magazine, or \$5.00 for a combined subscription 24 thrilling issues in all!

Besides making sure that you receive every copy, by subscribing you will have each issue delivered to you, right to your home, in a special **PLAIN ENVELOPE**, marked for your personal and private attention. You will also receive the magazines a week before they are placed on sale at local newsstands.

So snap up this money saving offer now . . . clip and mail the handy coupon below.

Body Beautiful Co.,
16 Hopkins Ave.,
Jersey City, N.J.

Enclosed find \$.....I want to subscribe to (check which)

- ☐ 12 issues of Body Beautiful Magazine..\$2.50
☐ 12 issues of Adonis Magazine\$2.50
☐ Combined subscription to both magazines, 24 issues in all\$5.00

Name

Address

CityZone.....State.....

In Canada: Subscribe direct — Weider Publications, 4466 Colonial Ave., Montreal, Que., Canada.

LINE-UP OF AMERICA'S MOST MUSCULAR MEN
Left to right, Irvin Koszewski, 3rd; George Paine, the winner and Ludwig Shusterich, 2nd place.





THESEUS
New York City's
New Adonis
(Photo by Lon)